JULY 12, 1948 PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio & Television

TELECASTING

TECHNOLOGY DEPT PUBLIC LIBRARY DETROIT PUBLISHAH DRIVE DETROIT 2 MICH

PUBLIC LIBRARY JUL 14 1948 DETROIT

Part of the Colorado Scene

NATION'S "SECOND CAPITAL"

Denver, because it is second only to Washington, D. C., in number of federal agencies in any one city, has long been referred to as the nation's "second Capital." All general divisions of the government except the Department of State with no less than 220 administrative offices employing approximately 12,000 persons are located here. Three-fourths of these offices are national or regional in character. This substantial federal payroll is another economic pillar among a diversified many which contributes to the permanent stability of the Denver Market.

THE DENVER MINT

most modern and efficient of the nation's three and second in total coinage output, is also the depository for one-fourth of all the gold bullion held by the government. One of the mint's 330 employees is shown at left pouring coin blanks into the hopper of one of the many automatic coin-stamping presses.

KLZ'S WASHINGTON REPORTER

News from Washington is of special interest in the nation's "second Capital" and Bill Folger, experienced newsman, is KLZ's capital reporter. Each week he transcribes interviews with congressmen, senators or government officials on topics of special interest and significance to the West, to be aired on KLZ each Wednesday evening. Folger is another first for KLZ's news service.

KLZ DENVER

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

IN THIS ISSUE: THE PHILADELPHIA RADIO MARKET

You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus three wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

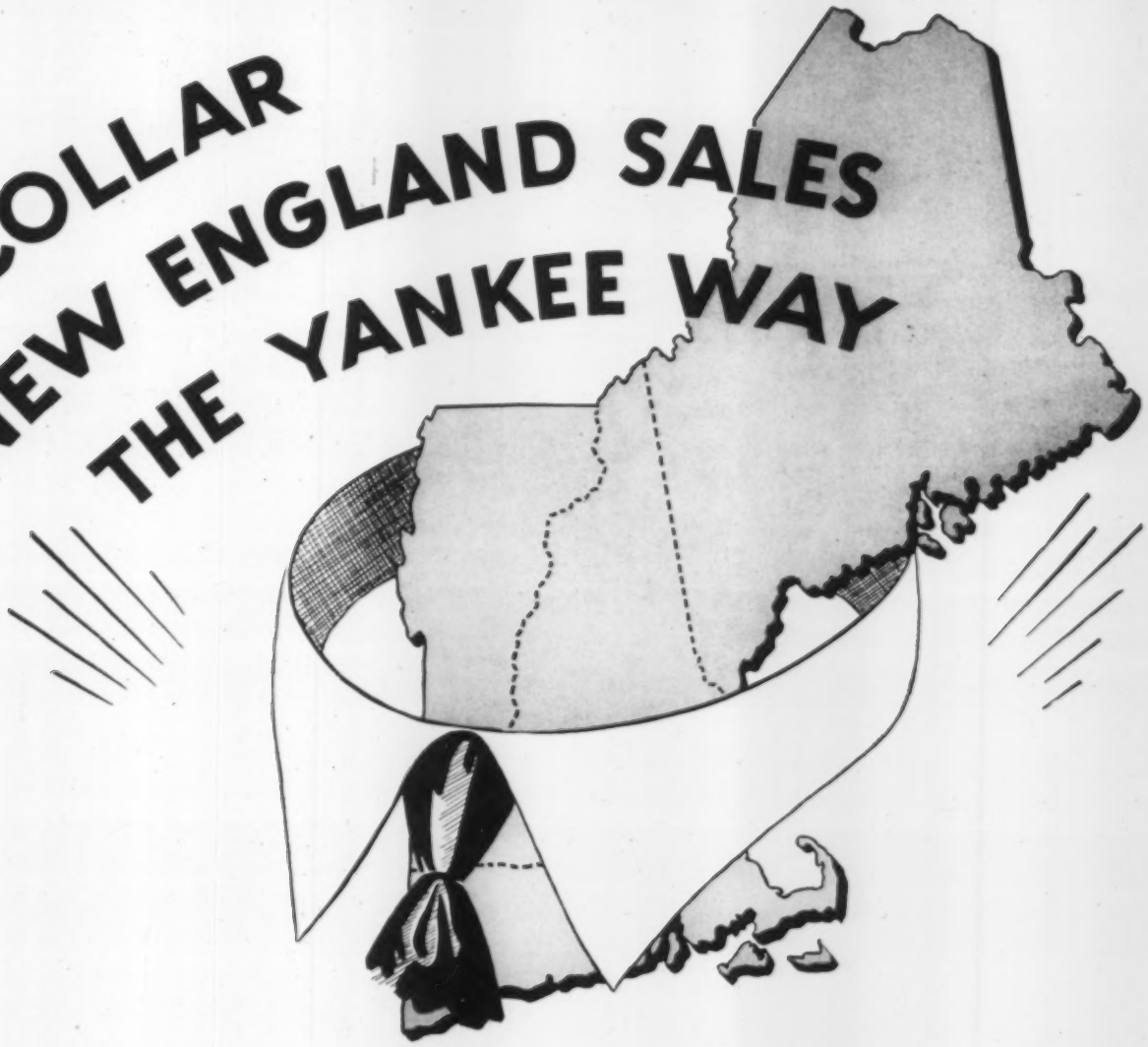
The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! . . . more than ever before.

CROSLEY BROADCASTING CORPORATION

WINS
50KW NEW YORK

COLLAR NEW ENGLAND SALES THE YANKEE WAY



As salesmen travel their New England routes, every important city visited either has a Yankee Network station or is within the primary coverage area of a Yankee station.

The strong local advertising support that commands wholehearted dealer cooperation and creates consumer desire to buy, can be placed with telling precision in the right spots through a single medium — The Yankee Network.

There are 23 Yankee stations reaching 89.4% of New England radio homes.

In short, you can go everywhere in New England with Yankee. No long range approach. No by-passing of important markets. You're in the market everywhere with forceful, direct appeal through the consumers' own hometown station.

It's the most highly organized means of aggressive selling any advertiser can employ in this area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

DESPITE World War II lesson when voluntary radio censorship worked without a hitch, certain of our military gentry continue to think in terms of "radio silence," power reductions and censorship in connection with defense planning.

SPOT radio promotion project of Natl. Assn. of Radio Station Representatives [CLOSED CIRCUIT July 5] has been landed by O'Brien & Dorrance, New York promotion specialists.

TV will hit agenda of House Select Committee to investigate FCC. Agreement with Canada on border allocations (see page 21) plus low band-high band controversy will be probed. Frank T. Bow, general counsel, believes hearings will start in latter August or early September.

P. LORILLARD Co. (Old Gold Cigarettes) through Lennen & Mitchell, New York, in market for fall half-hour network show. Firm sponsors Guy Lombardo orchestra Fridays, 9-9:30 p.m. on CBS but has released network time for fall. New show, new time and network now being decided.

MOVE to boost use of air medium by stores bearing fruit. In its 1948 advertising survey, National Retail Dry Goods Assn. for first time will collect data on how radio-using stores split their promotion budgets. In past NRDGA hasn't separated radio and non-radio stores but recent clamor from its members brought policy change.

NEXT move in trade association field may be revival of NAB and Television Broadcasters Assn. merger talks. NAB interest in TV reflected by extensive video survey, slated for unveiling soon (see story page 98). NAB now has four video members.

ANOTHER trade association development which bears watching is FM Assn. expansion (story page 25) which really formalizes broad role assumed some time ago, even though FMA has borne strictly promotional label. FMA steps to revise by-laws which would make it all-inclusive trade association may bring open battle with NAB for members.

WHITEHALL PHARMACAL Co., New York, shopping for television program with fall sponsorship in mind. Dancer, Fitzgerald & Sample, New York, is agency.

EX-COMMISSIONER Cliff Durr's retirement, followed by resignation of Dallas Smythe, assistant chief accountant and economist who joins U. of Illinois staff, is seen here as only beginning of exodus of leftwingers from FCC. It's generally figured climate won't be too

(*Continued on page 98*)

Upcoming

July 12-15: Democratic National Convention, Philadelphia.

July 13: NAB Radio News Committee, NAB Hdqrs., Washington.

July 19: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

July 22-23: NAB Indoctrination of new board members, NAB Hdqrs., Washington.

(Other Upcomings on page 78)

Bulletins

ABC will televise lightweight championship bout, Beau Jack vs. Ike Williams, July 12 (tonight) from Philadelphia on seven eastern TV outlets. Sponsor is P. Ballantine & Sons, which also sponsors New York Yankee baseball telecasts. Stations carrying fight: WFIL-TV Philadelphia, WMAL-TV Washington, WNAC-TV Boston, WABD New York, WMAR-TV Baltimore, WNHC New Haven. Bill Slater handles description. MBS is carrying sound broadcast of fight.

COLUMBIA RECORDS cutting series of half-dozen documentary spots this week on Gen. Eisenhower for use on stations coast-to-coast. Doubleday to place series in connection with forthcoming book by war leader. Narration will be by John Tillman, WPIX New York staff announcer.

FCC ASKED TO RECONSIDER ABOLITION OF STAs

LICENSEES of nine AM daytimers petitioned FCC Friday to reconsider its decision to abolish special temporary authorizations for after-hours operations [BROADCASTING, July 5]. As alternative they asked effectiveness of order, now set for Aug. 16, be postponed two years.

Petition filed by Washington law firm of Baker & Thompson on behalf of KTBI Tacoma, Wash.; WEAS Decatur, Ga.; WPWA Chester, Pa.; WHIM Providence, R. I.; KXRN Renton, Wash.; WBIS Bristol, Conn.; WLAD Danbury, Conn.; WSFT Thomaston, Ga.; WAUX Waukesha, Wis.

WALKER, WEBSTER BACK

FCC VICE CHAIRMAN Paul A. Walker and Comr. E. M. Webster, in Europe for several weeks on international assignments, arrived back in U. S. Comr. Walker headed U. S. observers at Stockholm meeting of Consultative Committee on International Telephony. Comr. Webster took part in London conference on safety of life at sea and in air.

Business Briefly

FLOUR SHOWS ● Pillsbury Mills, Minneapolis, last week bought two quarter-hours on ABC for 52 weeks, effective Sept. 13. Firm purchased first 15 minutes of *Breakfast in Hollywood*, weekdays, 11-11:15 a.m. and *Gale Drake* weekdays, 3:30-3:45 p.m. Agency, McCann-Erickson.

POLAROID ON WBKB ● Pioneer Scientific Corp. (Polaroid television filter), New York has bought 10-minute comedy series for 13 weeks on WBKB Chicago, Fridays, 8:30 p.m. Series, launched July 9, marks firm's first step into Midwest video market. Agency, Cayton Inc., New York.

CIGARETTE DRIVE ● Brown & Williamson Tobacco Corp. has started spot announcement campaign to introduce Life cigarette on four Minneapolis-St. Paul stations. Twin Cities area is first outside New York to receive new product. Agency, Ted Bates Inc., New York.

POWER FIRM SPONSOR ● Commonwealth Edison Co., Chicago, has signed with WGN-TV Chicago for 13 weeks of *WGN-TV Newsreel*, 8-8:10 p.m. Monday through Sunday beginning today. J. R. Pershall Co., Chicago is agency. Peter Fox Brewing Co., Chicago will sponsor WGN *Sportsmen's Corner*, 8:15 a.m.-1:30 p.m. July 16, 19, 20, 21. Agency, H. W. Kastor and Son, Chicago.

PARAMOUNT THEATRE SIGNS CONVENTION PACT

PARAMOUNT Theatre, New York, reached agreement late Friday with Television Committee for pooled coverage of major political conventions, licensing it to show telecasts of Democratic convention beginning today (July 12). Agreement, for sum undisclosed, provides exhibitions must be made at approximately same times as broadcasts.

Paramount has separate arrangement with committee to make convention recordings for exhibition on KTLA Los Angeles and WBKB Chicago. Agreement eases earlier strained situation from theatre's pickup of Gov. Dewey acceptance speech [BROADCASTING, July 5].

2 PET MILK SHOWS TO NBC

PET MILK Co., St. Louis, will switch *Saturday Night Serenade* and *Mary Lee Taylor* from CBS to NBC in October, NBC announced Friday in Chicago. *Serenade*, which will originate at WNBC New York, will replace *Curtain Time* (Mars Candy) at 6:30 p.m. (CST) Saturdays on NBC network. *Curtain Time* will be shifted to 9:30 p.m. Wednesdays. *Mary Lee*, to be aired from KSD St. Louis, will be on network 9-9:30 a.m. (CST) Saturdays instead of *Frank Merriwell*, sustaining program. Place for Merriwell program not yet found. Agency, Gardner Advertising, St. Louis.

WSIX selected again

ABC AFFILIATE
5000 W • 980 KC

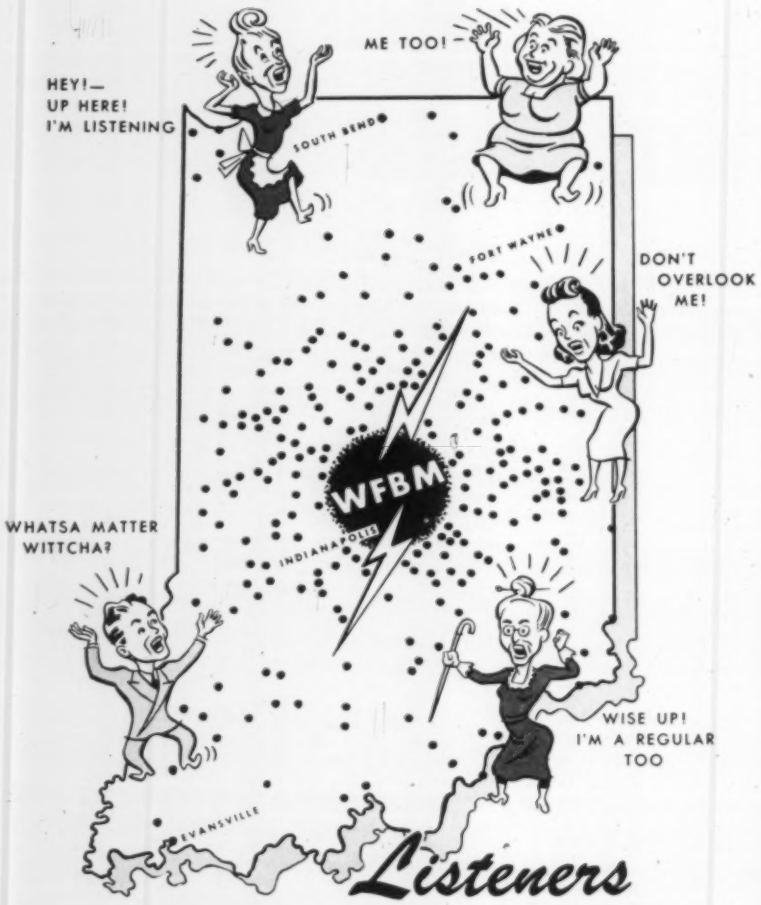
WE can't say definitely that WSIX made this sale for one of Nashville's leading men's stores. . . . But it must have helped sell a whale of a lot of merchandise to be selected for 9 straight years. Dozens of local, regional and national advertisers have used time ranging from 1 to 4 hours weekly year in and year out. Their sales must have proved what engineers showed—WSIX gives adequate coverage in Nashville's 51 county retail trade area. Check with your nearest Katz representative for facts and figures.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative
THE KATZ AGENCY, Inc.

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!



PROVE WE'RE FIBBING!

We claim *central Indiana* coverage (400,000 radio homes divide nicely into our single rate card) . . . but look at the above "Quiz Club" membership map!

We didn't expect folks in Gary, Hammond, South Bend, Fort Wayne, New Albany, Evansville and other remote places—*more than 150 miles* north and south of the WFBM transmitter—to respond to our invitation to join the "Quiz Club."

But, in they came! So, we tested them—made long distance calls for telephone-answer awards. Yep—*they were listening!*

We still claim only *central* Indiana coverage—but "Quiz Club" member-listeners prove our claim is modest. Okay, call it a BONUS.

Popularity at home? Yes—we're still FIRST IN INDIANAPOLIS (Hooper's April-May Index).

WFBM is "First in Indiana" *any way you look at it!*

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Estelle Markowitz.

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David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

The HOT SPOTS IN HAWAII ARE ON KULA

KULA'S Hooperating up . . . DEC. THRU APRIL

Morning	22.4%
Afternoon	88.3%
Evening	38.3%
Sunday Afternoon	44.4%

There is a reason!

- all TOP ABC shows
- 690 kc—the PERFECT spot on the dial
- 10,000 watts—the STRONGEST signal in the Islands
- more NETWORK hours per week than any other Hawaiian station

Ask your friend at Avery Knodel about adjacencies to these Hi-Hooper ABC shows:

ABBOTT & COSTELLO . . . AMERICA'S TOWN MEETING . . . BREAKFAST IN HOLLYWOOD . . . CANDID MIKE . . . DON McNEIL . . . FAMOUS JURY TRIALS . . . FAT MAN . . . GANGBUSTERS . . . GREEN HORNET . . . JIMMY FIDLER . . . LINDA'S FIRST LOVE . . . MY TRUE STORY . . . ROSS DOLAN . . . STAR THEATRE . . . THEATRE GUILD OF THE AIR . . . TREASURY AGENT . . . WILLIE PIPER

KULA

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Sixty nights in a suitcase

Radio Sales Account Executives travel 750,000 miles a year to visit the stations they represent. As they live out of their suitcases, they work for *you.* For they get first-hand information which otherwise you would have to go out and get for yourself. They bring back to you face-to-face facts about the people, the programs and the selling power delivered by each station they represent. It means that without ever leaving home, you can get inside information on how you can make your sales curves hit new highs in your most important markets.

Radio Sales

RADIO STATIONS
REPRESENTATIVE...CBS

Time Buyers

FOOD FOR THOUGHT

"Kitchen Assignment"

A Popular, Fast-moving Program with Authoritative Kitchen News

8:45-9:15 a.m. MON. THRU FRI.

Featuring

LOIS THOMPSON—Noted Home Economist and food expert. Formerly household editor Tulsa World, and 20 years as a freelance writer for women's magazines and food journals.

JACK ALEXANDER—KTUL producer-announcer and specialist in clever repartee. He is featured as the inquisitive chap with an ever-ready appetite, who weaves commercials unobtrusively and effectively into the program.

Entire Production Staged in KTUL's Up-to-date Model KITCHEN

RATES:

13 weeks	$17.00 per time
26 weeks	16.00 per time
39 weeks	15.00 per time
52 weeks	14.00 per time

Approximately 100 words—preferable live copy

Write or Wire

KTUL

BOULDER ON THE PARK — TULSA, OKLA

Affiliated with KOMA, Oklahoma City

Avery-Knodel, Inc.
Radio Station Representative

CBS

John Esau
Vice Pres. & Gen. Mgr.

Agencies

S. J. SCHWINN, former president and treasurer of his own agency, Booth, Vickery & Schwinn, Baltimore (recently sold to Wallace Orr & Assoc.), rejoined Ruthrauff & Ryan, New York, as vice president and member of its plans board. Mr. Schwinn was originally associated with Ruthrauff & Ryan from 1932 until 1938. Before that he was with Marschalk & Pratt, J. Walter Thompson Co., and George Batten, now BBDO.

CLEMMENS F. HATHAWAY, formerly associated with J. Walter Thompson Co., New York, and before that with Geyer, Newell & Ganger Inc., New York, joined Sullivan, Stauffer, Colwell & Bayles Inc., New York as account executive.

GEORGE G. DIETRICH, with Federal Advertising Agency, New York since 1918, retired on June 30 to take up permanent residence in California. Mr. Dietrich was formerly secretary and treasurer of agency.

TED H. FACTOR, Los Angeles absorbed key personnel and accounts of Jere Bayard & Assoc., that city. **JERE BAYARD** and **CHARLES MURRAY** go with agency as account executives on following accounts formerly serviced by Bayard: Cohn-Hall-Marx, Los Angeles (West Coast Men's Division); Mayfair Transcription Co., Los Angeles; Fisch & Co., Los Angeles (men's sportswear).

ELEANOR COMBS HALDERMAN appointed home service director of Olmsted & Foley Adv., Minneapolis.

JACK WILLIAMS, vice president and account supervisor of Brooke Smith, French & Dorrance Inc., Detroit and New York, celebrated his 25th anniversary with agency on July 1.

J. EDWARD SCHIPPER, manager of Detroit office of Kudner Agency elected a vice president of the agency. He will continue to head agency's Detroit office.

FRED GARDNER Co., New York, moved to larger offices for third time in a year. Newest headquarters located at 299 Madison Ave. Move was made necessary, according to company, because of growing list of clients and need for more space.

MITHOFF Adv., El Paso, Tex., formed by Warren T. Mithoff, former partner in Mithoff and White Adv. Associated with him are his son **RICHARD MITHOFF** and **BARNEY LEWIS**, art director. Agency's temporary location is 301 San Francisco St., El Paso. Telephone: 3-4041.

AUSTIN A. THOMAS, director of traffic and production for Benton & Bowles, New York, has been named assistant to the president. **BERNARD M. RYAN** succeeds Mr. Thomas as traffic manager.

ROBERT ORR & Assoc., New York, moved its radio department to new quarters at 4 W. 58th St. Agency now located at 270 Park Ave., plans to move rest of departments to new address soon.

THOMAS D. LUCKENBILL, vice president and radio director of William Esty & Co. Inc., New York, is in Hollywood for two weeks conferences.

NEIL REAGAN, radio director of McCann-Erickson Inc., Hollywood, is in New York for two weeks' conferences.

EDWARD E. KASH, former radio director of George Baker Adv. Salt Lake City, joined David W. Evans Adv., same city, in same capacity.

DON F. GARDNER, former radio copy supervisor of Knox Reeves Adv., Minneapolis, and Luther Weaver and Assoc., Saint Paul, rejoins Luther Weaver after absence of ten years, as associate and account executive in charge of new business.

WILLIAM E. SURGNER joins service department of Geare-Marston Inc., Philadelphia.

FRANK E. O'BRIEN, former account executive with McCann-Erickson Inc., San Francisco, joined Buchanan & Co. Inc., Los Angeles, in same capacity. He succeeds **CHARLES ALSUP** who resigned to join Hollywood office of Morris F. Swaney Inc. as account executive.

BUXTON P. LOWRY and **FORD C. McELLIGOTT** joined John H. Riordan Co., Los Angeles, as copy chief and account executive, respectively. Mr. Lowry was former account executive with G. M. Basford Co., New York, and Mr. McElligott, previously sales and advertising

(Continued on page 94)

"TO THE BANK IN FARGO CHOLMONDELEY!"

ER—ah—harumph . . . we beg your pahdon, but do you know that us hayseeds in the Red River Valley have an Effective Buying Income, per family, of $4491—as compared with $4009 for the "rich" state of Pennsylvania — $4119 for Illinois — $3890 for Wisconsin? (Sales Management, 1947.)

And WDAY just about set the U. S. record for popularity within its area, too. Proof: 90,128 people mailed an entry in our first 1948 rural contest sponsored by a livestock feed company. City folks love us, too. Average daytime city Hooperating 24.6. (C. E. Hooper—Fall, 1947.)

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives ● NBC ● 970 KILOCYCLES ● 5000 WATTS

Only $1,375 Buys the 76-B5

DELIVERY NOW

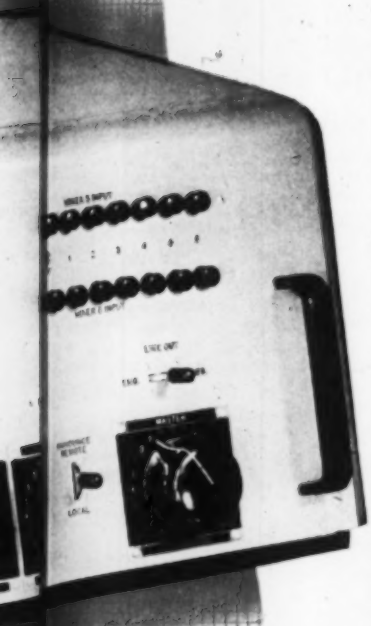
Now sold! Over 1,000 consolettes of this series

The Features

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.

5-Broadcasting's favorite Consolette

for AM, FM and TV



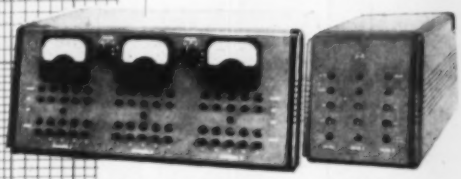
NOTHING like the 76-B5 Consolette to keep studio programs and rehearsals in motion. Because there's nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting . . . for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here's where you use it

- For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For single-studio operation . . . using four microphones, one announce booth microphone, and one control-room microphone.
- For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B5, the consolette that's backed by more than 20 years of broadcast engineering experience *in the field*—call your RCA Broadcast Sales Engineer. Or write Dept. 19GB.

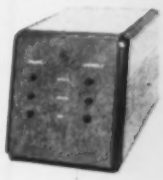
NOW . . . Switching Systems for RCA Consolettes



Master Control Sub-Control

Type BCS-1A—Handles the output of as many as five control consolettes. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCS-2A—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network lines).



Sub-Control

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Telestatus

(REPORT 15)

TV ADVERTISERS IN JUNE

A TOTAL of 236 advertisers used television as an advertising medium on 20 stations in 11 markets during the week June 6-12, with retailers (stores and shops) and automotive advertisers topping the industry product classification, according to TV broadcasting figures disclosed last week.

Report is based on computations as compiled by N. C. Rorabaugh Co., New York, for the first of its series of detailed breakdowns on video's progress, embracing types of telecasts and station data, in addition to market and product information contained in this report. Reports of the research firm, heretofore devoted exclusively to AM spot analyses, will serve as the backbone for future BROADCASTING TELESTATUS reports as they become available.

Retail Advertisers Lead the List

Heading the industry class group, retail advertisers accounted for 42 video accounts, automotive for 26, and beverage for 23. Taken as a whole, these sponsors represented between 38% and 39% of the total advertisers, and approximated their identical ranking for February as indicated in BROADCASTING'S TELESTATUS report No. 5 May 3.

Other groups in the two-figure column were radios, phonographs and musical instruments, food & food products, apparel, consumer services and household equipment & supplies. Inasmuch as the basis for figures recorded in the May 3 issue is not the same as that for this report, only a comparative ranking (for industry classes) may be noted here. Food showed the sharpest upper-class drop—from third place tie to fifth—radio group the sharpest increase.

Various Categories Are Explained

For purposes of this report, sellers of miscellaneous or unspecified brand merchandise, whether radio, automotive or apparel (in individual cases), were included in the retail store & shop group. Inversely, items were listed in pertinent respective categories where they involved dealers or distributors (some of them retailers) for brand names, especially radio manufacturers, whose products they advertised on video. (Manufacturers normally incur part of the advertising expense entailed in pushing their products in selective markets and it was felt such items properly belonged in those categories, irrespective of whether the merchandiser was a retailer or not.)

Once again dealers for various brands of radios and TV receivers —their complete stock, in fact,— accounted for a not inconsiderable amount of the advertising in the retail store & shop group. Figure extended upwards of a dozen. Of those dealers who pushed particular type radio and TV merchandise—those in class 21—the figure was 9. Also included in that group were two record dealers who emphasized their wax wares on video.

Brand Names Featured In Auto Field

Greatest number of dealers advertising brand name items appeared in the automotive field where upwards of 15 helped boost that category's number to 26.

The report showed that 10 advertisers used network TV solely, with an additional half-dozen relying on a combination of both network programs and spots. All 16 clients were represented in the Philadelphia and New York markets, while all but one bought time on the two Baltimore stations— WBAL-TV and WMAR-TV — to reach televiewers. Seventy-six others were in the national and regional spot field and 144 were local advertisers.

Philadelphia Tops For Accounts

Some 398 unit accounts blossomed from the combined expenditures of video-minded firms during the June 6-12 period. Breakdown comprises 90 network, 164 spot and 144 local. In markets, Philadelphia, recent scene of prodigious TV activity, was foremost with 66 total accounts. New York, Washington, D. C., and Baltimore followed in that order. Each of the foregoing has three stations, excepting Baltimore with two. Philadelphia also took the lead in number of local sponsors with 31. In the spot category the New York market appeared far and away the busiest with 36 clients.

Twenty-station total is an increase over that queried in BROADCASTING's last report on sponsors and product classes (May 3, 10) when 15 TV outlets responded to BROADCASTING questionnaires. St. Louis and Detroit markets were not included in the Rorabaugh data for June 6-12.

Table 1

TV Advertisers During Week of June 6-12 by Industry Classes

1. Agricultural & Farming	1	16. Industrial materials	
2. Apparel, footwear & accessories	12	17. Insurance	
3. Automotive, automotive accessories & equipment	26	18. Jewelry, optical goods & cameras	
4. Aviation, aviation accessories & equipment	1	19. Office equipment, stationery & writing supplies	
5. Beer, wine & liquor	23	20. Publishing & media	
6. Building materials, equipment & fixtures	4	21. Radios, phonographs, musical instruments & accessories	
7. Confectionery & soft drinks	9	22. Retail stores & shops	
8. Consumer services	10	23. Smoking materials	
9. Drugs & remedies	1	24. Soaps, cleansers & polishers	
10. Entertainment & amusements	2	25. Sporting goods & toys	
11. Food & food products	16	26. Toiletries	
12. Gasoline, lubricants & other fuels	7	27. Transportation, travel & resorts	
13. Horticulture	1	28. Miscellaneous	
14. Household equipment & supplies	10		
15. Household furnishings	4	TOTAL	23

Table 2

Markets and Types of Accounts June 6-12

Market and Stations	Local Accounts	Spot Accounts	Network Accounts	Total Accounts
Baltimore—WBAL-TV WMAR-TV	24	16	15	55
Chicago—WBKB WGN-TV	10	23	0	33
Cincinnati—WLWT	8	8	2	18
Cleveland—WEWS	3	11	0	14
Los Angeles—KTLA KTSL	22	21	0	33
Milwaukee—WTMJ-TV	7	9	2	18
New York—WABD WCBS-TV WNBT	8	36	16	60
Philadelphia—WCAU-TV WFIL-TV WPTZ	31	19	16	66
Richmond—WTVR	3	2	12	17
Schenectady—WRGB	1	2	13	16
Washington, D. C.—WMAL-TV WNBW WTTG	27	17	14	58
TOTALS	144	164	90	398

SECOND RATE CARD ISSUED BY WMAL-TV

NEW rate card for WMAL-TV Washington went into effect July 1

Hourly rate on a one time basis is now $300 for Class A time, $22 for Class B time and $180 for Class C time. The usual frequency discounts are available.

Minute station breaks are $4 on a one to twelve time basis and are $33.75 for 260 or more. Minute announcements in participation periods run from $30 to $22.50 with frequency discounts.

Rates include transmitter, film facilities, studio equipment and staff but do not include rehearsal time, talent, art, scenery or remote equipment.

Although rates are subject to change without notice, rate protection at existing rate is offered by placement of firm contract for period up to 52 weeks.

Letter accompanying new rate card states that number of video receivers in Washington area has grown from approximately 4,000 when WMAL-TV opened in October 1947 to more than 12,000.

Half of First Ten Pulse Ratings Taken by Sports

SPORTS EVENTS claimed five spots in the list of top 10 television shows surveyed by Pulse Inc. in New York last month. Also noted is the small degree of stability in the monthly reports, due partly to program shifts.

Top-rated video programs for June were:

Yankees vs. Washington, WABD, Tuesday	36
Doorway to Fame, WABD, Monday	35
Yankees vs. St. Louis, WABD, Sunday	35
County Fair (Film), WCBS-TV, Monday	34
Yankees vs. Detroit, WABD, Friday	34
Boxing, WNBT, Friday	34
Wrestling, WABD, Thursday	33
Small Fry, WABD, Monday-Friday	33
Sylvie St. Claire, WABD, Monday	30
We The People, WCBS-TV, Tuesday	30

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Television in Baltimore means WMAR-TV

100 Miles of Maryland!

AS PIONEERS in the presentation of full 15-minute local daily newsreels, WMAR-TV has already shown more than 100 miles (101.78 miles on June 18) *of its own film* to its Chesapeake Basin televiewers.

Eight cameras are used daily in covering the Maryland scene, from yacht races on the Chesapeake to politics in the City Hall. Experienced reporters write the news commentary or interview the news subjects on WMAR-TV's sound film camera.

In addition, WMAR-TV's film units contribute quiz shows, man-in-the-street interviews, and pictorial magazine subjects weekly—all on film. And they afford WMAR-TV's clients an unequalled service in the production of commercials—in films, slides and animations.

AS MARYLAND'S pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington (Del.) and from Pennsylvania to the Potomac.

The peerless propagation of Channel Two carries programs from THREE major networks via the television station of the famous *Sunpapers* of Baltimore to televiewers in the Chesapeake Basin. WMAR-TV's own coverage of states and national political conventions and campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE · NEW YORK 18

WE KNEW

WALA

HAD HIGH HOOPERS

BUT GEE WHIZ!

LOOK AT THESE

Comparisons!

PROGRAM	NAT'L HOOPER (Oct. '47-Feb. '48)*	WALA HOOPER (Oct. '47-Feb. '48)	WALA BONUS
Fibber McGee	26.1	47.2	21.1
Bob Hope	24.7	40.5	15.7
Charlie McCarthy	23.5	38.3	14.8
Amos 'n' Andy	22.4	37.0	14.6
Red Skelton	20.6	29.0	8.3
Truth or Consequences	20.5	34.2	13.7
Fred Allen	23.9	32.6	8.7

Let HEADLEY-REED give you the complete WALA story and the amazing facts on the phenomenal growth of the Mobile market.

*From Fall-Winter "Comprehensive" Hooperatings Report

WALA

NBC - 5,000 Watts

MOBILE

New Business

GOLD SEAL Co., Bismarck, N. D. (Gold Seal Glass Wax) and **NATIONAL BISCUIT Co.**, will share sponsorship of additional half hour period on CBS *Arthur Godfrey* morning show effective August 30. Gold Seal signed for 10:30-10:45 a.m. period, and National Biscuit, 10:45-11 a.m. time. Liggett & Myers Tobacco Co. currently sponsoring 11-11:30 period. Agency for Gold Seal: Campbell Mithun Inc., Chicago; and McCann-Erickson Inc., New York, for National Biscuit.

PEP BOYS, Los Angeles (auto accessories), started spot announcement schedule on four Fresno stations, KARM KFRE KMJ KYNO, for promotion of branch store opening soon in that city. Contract is for 52 weeks, with possibility of extension into regular program. Agency: Milton Weinberg Adv. Co., Los Angeles.

JULIUS KAYSER & Co., (Kayser Hosiery), begins sponsorship of new five minute film series *The Girl of the Week* Sept. 9 on NBC Television network, Thurs. 7:45 p.m. [BROADCASTING, June 14]. Agency: Cecil & Presbrey Inc., New York.

KOJEL Co., (gelatin dessert), appointed Alvin Epstein Adv., New York, and Washington, to handle advertising. Radio will be used. Jean Epstein, vice president of agency, is account executive.

BIRK BROS. BREWING Co., Chicago (Trophy Beer), appointed C. C. Fogarty Co., Chicago, to handle advertising. Plans call for use of radio and television.

ARABIAN AMERICAN OIL Co., announced sponsorship of quarter hour series featuring Earl Godwin on ABC, Sun., 6:30-6:45 p.m. Kudner Agency, New York, appointed to handle advertising.

EPISCOPAL CHURCH enters national network radio October 1 with weekly half-hour dramatic series *Great Scenes From Great Plays* on MBS Fri., 7:00-7:30 p.m. (PDST). Agency: H. B. Humphrey Co., Boston.

U. S. PROCESS Corp. ("Sanitized," bacteriostatic processes for shoe and textile industries), appointed Ewell & Thurber Associates, New York, to handle advertising. Radio will be used.

F. W. BOLTZ Corp., Los Angeles (Grid-L-Rich Pancake Batter), appointed J. Walter Thompson Co., that city, to handle advertising. Radio will be used.

FOREMAN and CLARK, Los Angeles (Pacific Coast retail clothing chain), appointed Dan B. Miner Co., that city, to handle advertising. Radio shots and experimental telecasts are planned for fall.

STRINGER-DRIVER, San Francisco (moving and storage), appointed Gerth-Pacific, San Francisco, to handle advertising. Radio will be used.

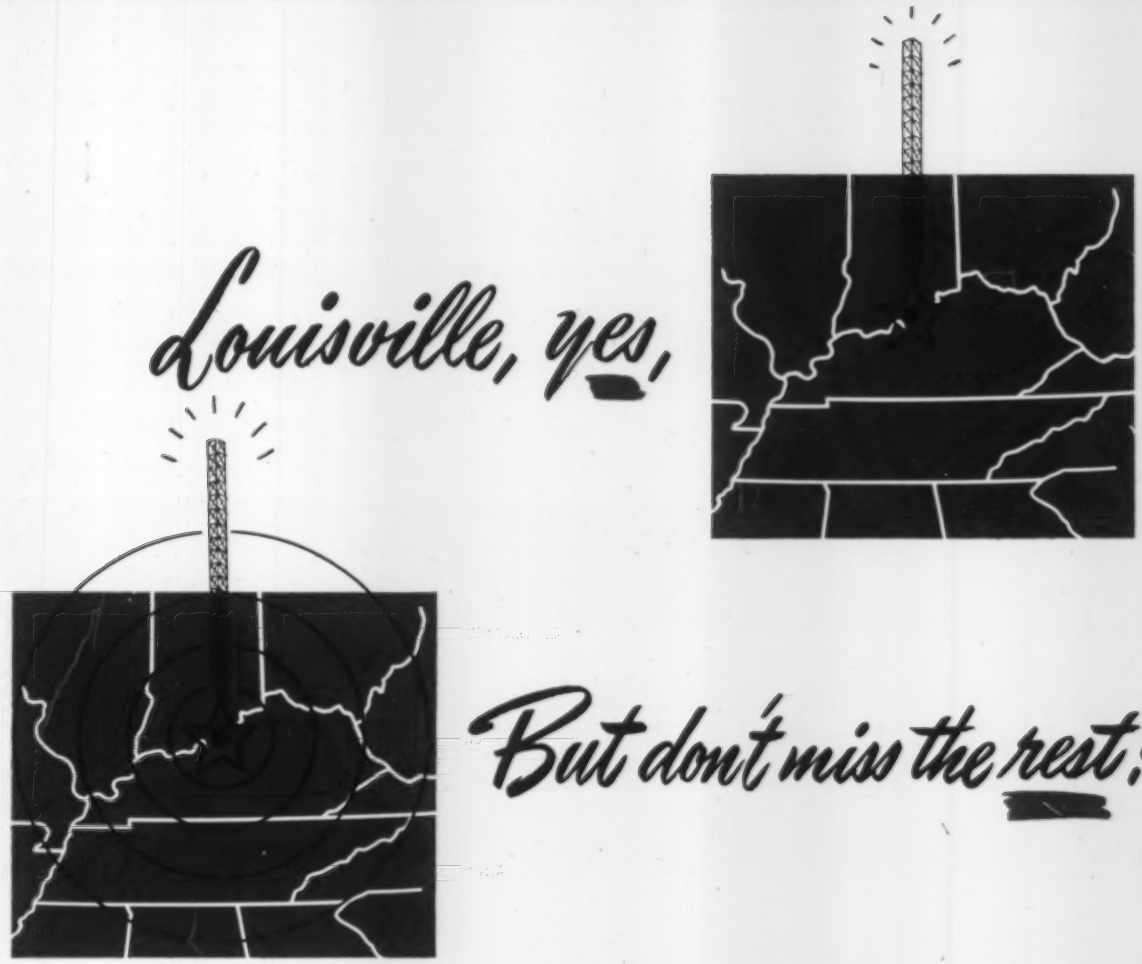
L. DE MARTINI Co., San Francisco, begins spots participation in *Art Baker's Notebook*, Mon.-Fri., 3:30 to 4 p.m. (CDT) on WGN Chicago today for 52 weeks three times weekly. Agency: Garfield and Guild Adv., San Francisco.

Network Accounts • • •

MILES LABS, Elkhart, Ind. (Alka-Seltzer), seeking replacement for *Lum 'n' Abner* show, CBS, Mon.-Fri. 5:30-5:45 p.m. (CDT), which was cancelled June 25 after 7 years of sponsorship. Cancellation becomes effective Sept. 25. Miles will retain CBS time period. Agency: Wade Adv., Chicago.

EMERSON DRUG Co. (Bromo-Seltzer), renewed sponsorship of Inner Sanctum, CBS Mon. 8-8:30 p.m., effective July 26. Contract is for 52 weeks. Agency: BBDO Inc.

RONSON ART METAL WORKS Inc., Newark (Ronson Lighters) renewed for 52 weeks *Twenty Questions* (Sunday, 8:00-8:30 p.m. PDST) on 14 Don Lee stations. Agency: Cecil & Presbrey, New York.



Louisville, yes,

But don't miss the rest!

Metropolitan Louisville is an important part of the WHAS Kentuckiana market... BUT in terms of buying income Metropolitan Louisville represents less than one-fifth of the complete Kentuckiana market served and sold in its entirety *only* through WHAS.

Effective Buying Income	**METROPOLITAN LOUISVILLE . . .**	**$ 879,148,000**
	WHAS KENTUCKIANA MARKET*. . .	**$4,911,325,000**

● If you are selling your wares in Kentuckiana, Mr. Advertiser, don't make the mistake of limiting your advertising to Louisville. Use the station that sells for you in *all* of the rich Kentuckiana market — the station that gives you the *most for your money* . . . and we do mean WHAS!

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Victor A. Sholis, Director —— *J. Mac Wynn, Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

WHAS
Louisville, Kentucky

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)
WHAS . . $130,968,666
STATION B $55,682,200

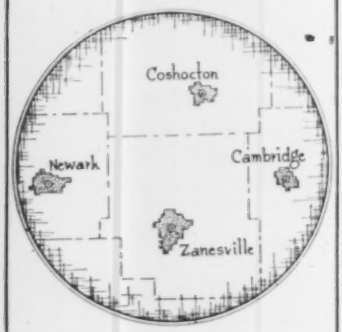
Ask Petry for PROOF

*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948), further reproduction not licensed.

WHIZ

ZANESVILLE, OHIO

A NEW MAJOR MARKET WITH 123,400 URBAN POPULATION



FOUR CITIES in the WHIZ primary area (all within 25 air miles of Zanesville) have *123,400 Total Urban Population.*

City	*Population*
Zanesville	44,500
Newark	41,400
Cambridge	21,900
Coshocton	15,600

Total Urban Population 123,400

ZANESVILLE is the *Ninth Largest Trading Area* in the State of Ohio with a total population of 272,000 and retail sales in excess of $182,000,000.

AND WHIZ dominates in this rich industrial-agricultural trading area with a *60-percent* share of audience. (Conlan—November, 1947)

NBC AFFILIATE

WHIZ

John E. Pearson Co.

Feature of the Week

A THING is a, well, you know, a Thing. And Things were buzzing in Des Moines when Don Bell, KRNT disc jockey, staged a three-week "Don Bell Thing Contest." (See picture, page 38.)

The KRNT lobby was looking like a dead end dumping ground when Things finally came to a halt. Counted in the contributed debris were: Frogs, roosters and calves among breathing Things; a skull, cow's tail and various stuffed animals among ex-breathing Things; a woman's dress-making form, mannequin's leg, some pseudo-Rube Goldberg inventions, a crate of perfumed egg shells, and what-nots among the never-breathed-at-all Things.

The hen laid an egg every morning, and the rooster crowed with great regularity daily at dawn. Things were tough at KRNT, and crowded.

The contest closed with a special three-hour audience participation broadcast of the *Don Bell Show* and studio breakfast party for an estimated 600 guests. The station was jammed for three hours. Many arrived before the 6 a.m. opening, some having driven a great distance to attend the phenomenal Thing.

Winning Thing was a tired, beat-up old water-softener tank, be-ribboned, and accompanied by a poem lampooning Don Bell's "cookie-duster" mustache, and suggesting he soften it up with the water-softener before continuing his daily air practice of kissing the wives goodbye when their husbands rush out and neglect the morning ritual.

Prizes to the winners, Mr. and Mrs. George Rutledge, were summer clothes for both, a season's pass to a ballroom, and Don Bell for a day.

He spent an entire day at their house doing Things around the house, washing dishes, doing laundry, mowing the lawn, and also doing his broadcasts from there. The Rutledges were his guests, too, at some fancy afternoon en-

(*Continued on page 48*)

On All Accounts

WINNING station representatives and influencing sponsors was a daily habit of William Bernard Condon long before he took 20 concentrated doses of Dale Carnegie's personality prescription. He confesses, though, that Mr. Carnegie's five-hour sessions, during which he manipulated a gavel, impressed a not-easily-impressed audience and mastered the art of adding punch to good story-telling, have given spice to his job as media timebuyer for Wade Advertising Agency, Chicago.

BILL

Classmates at Northwestern U.'s School of Commerce failed to dub him "Young Man With a Purpose," but agency executives later made up for this oversight. Even before Bill registered at Northwestern he had chosen advertising as the field in which he wished to specialize.

This continued to be his goal while working as a sales correspondent for Reliance Manufacturing Co. (work clothes) and V. Mueller and Co. (surgical supplies), both Chicago. In 1941, despite no previous agency experience, he bounced into Wade's media division, landing plunk in the middle of his dream come true. "Because the firm at that time was long on reputation but short on its media department, I had a chance to learn advertising literally from the bottom up—and from all angles, too"

Four years of inquisitive industry led to his promotion as timebuyer in 1945. Activities were halted temporarily, however, when the tall, lean youth donned a Navy uniform and went to Great Lakes. Inadvertently, the Navy reinforced Bill's single-minded purpose of learning "everything about media" when it placed him in charge of media relations.

Returning to Wade after the war, Bill Condon began taking over some of the largest of the agency's accounts. Among those he currently handles are Miles Labs. (Alka-Seltzer, One-A-Day vitamins), Murphy Products Co. (feeds), Shotwell Manufacturing Co. (Hi-Mac and Big Yank candy bars, Puritan marshmallows), DeMets (candy) and Wait-Cahill Co. (cough syrup, liniment).

Bill is married to the former Virginia Moore of Chicago. With James Michael, 6, and Maureen, 1½, they live in a recently-purchased house in Jefferson Park on Chicago's far northwest side. He is adept at contract bridge, which snares him into long sessions at least twice weekly. Golf and swim-

(*Continued on page 48*)

YOUR ADVERTISING DOLLARS *are wisely spent on*

WKBO

HARRISBURG PA.

Established In 1922

NBC AFFILIATE

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

The One common denominator for measurement of radio is "How much do I get for my radio dollar?" Well, what does one dollar get for you in Chicago radio?

Between 6:00 and 8:00 A.M. Monday thru Saturday W G N delivers an average per quarter hour of 1,617 Homes per Dollar.* This is more than any other Chicago Station.

The next closest network station delivers 20% fewer homes and one station delivers only 55% as many homes as does W G N.

Review your Chicago radio and see how it stacks up with the above figures. Make sure you're getting the most for what you're spending.

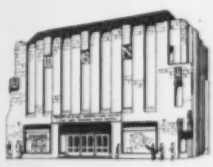
*All data based on Nielsen ratings and published time rates only.

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
Salesman
is
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 35, No. 2 WASHINGTON, D. C., JULY 12, 1948 $7.00 A YEAR—25c A COPY

TV CRISIS

Channels 2–6 at Issue; Border Allocations Listed

A TELEVISION CRISIS comparable to that which preceded the "upstairs" reallocation of FM was precipitated last week in the wake of developments in which:

- **Industry's faith in the permanence of television Channels 2 through 6 was obviously shaken.**
- **Tentative U.S.-Canadian border channel allocations were revealed, challenged, and set for oral argument as to their validity; and**
- **The legality and wisdom of FCC's entire current channel-allocations hearing was slated for argument in the face of protests that the scheduled Sept. 20 hearing on the opening of the 475-890 mc video band should be decided first.**

The fate of Channels 2 through 6—the lower part of the present video band—was a subject worried speculation following disclosure of the observation of John A. Willoughby, FCC's acting chief engineer, that in his personal opinion these frequencies might be taken from television within the next two years [BROADCASTING, July 5].

Postponement Is Sought

Attorneys for many low-band television applicants said they would ask that hearings on their applications, currently scheduled for this summer, be postponed until after the September high-band hearings. Attorneys as well as FCC experts were kept busy on the telephone by applicants concerned over the persistent reports that the lower channels would be among the first to go. Mr. Willoughby reportedly had said that pressures for additional space for the fixed and mobile (safety) services could lead to a wiping out of Channels 2 through 6 within two years so far as television is concerned.

While FCC officially maintained silence on the subject and indicated that no formal statement would be forthcoming, Commission authorities were known to have named a committee of their own engineers to keep diligent watch on any developments which might relate either to the possibilities of early use of the 475-890 mc band or to the demands of the safety services for low-band channels in addition to No. 1 (44-50 mc), which already has been deleted from television.

Apparently the Commission officially was prepared to stand on Chairman Wayne Coy's declaration, at the NAB Convention in Los Angeles in May, that despite the reallocation of Channel 1, FCC will soon be looking for more space for the vital safety services but has not decided where such additional space will come from [BROADCASTING, May 24]. FCC sources unofficially gave repeated reassurances that the question has not been "pre-judged."

Television applicants almost without exception expressed gratitude that the speculation about Channels 2 through 6 had been brought out into the open, even though many of them were personally disturbed by the feeling that these frequencies might soon be taken away in whole or in part. Generally, the situation was seen as a counterpart of the heated days just preceding FCC's highly controversial decision to move FM from the 50 mc area to its present 88-108 mc spot.

Slow Transition

When television similarly is moved upward—whether it is now or many years later—it seemed almost certain that the transition would be similar to FM's, with provision for continued low-band operation for a certain period while both the public and telecasters get ready for the change.

The U.S.-Canadian agreement on tentative border allocations listings meanwhile was made public and became the hottest issue in last week's hearings on FCC's proposed nation-wide TV channel allocations [CLOSED CIRCUIT, July 5]. Oral argument on the agreement's validity and on the entire channel allocation proceeding was slated for the near future—before the final allocations are decided.

Text of report and allocations proposed for the border areas are on page 27.

Agreement Explained

The international agreement was explained at Wednesday's session by Curtis Plummer, head of the TV section of FCC's Engineering Dept., who participated in the negotiations.

Mr. Plummer explained that under the agreement the U. S. gave up Channel 13 at Buffalo for Canadian use at St. Catharine's. In addition, Channel 9 is moved from Cleveland to Canton to reduce interference to Windsor, Ontario.

On the other side of the ledger, Toronto is reduced from four to three channels, Hamilton from two to one and Kichener from one to none. Also, several assignments are reduced from metropolitan to community status.

The matter of protection, Mr. Plummer said, is not definite and will have to be worked out on a case-by-case basis. He added, however, in answer to a question by Chairman Wayne Coy, that protection of the FCC standards for a metropolitan outlet—50 kw at 500 ft.—would definitely be provided for within a 250 mile area.

Mr. Plummer said Canada realized the U.S. would develop television faster but needed to reserve some channels for later use in Canada.

Paul D. P. Spearman, counsel for WBEN-TV Buffalo, immediately attacked the agreement, charging that it gave Canada the right to veto actions by U.S. broadcasters.

Plummer Disagrees

Mr. Plummer replied that was not his conclusion and that the U.S. had equal power over Canadian assignments. He stressed that each case would be negotiated separately with Canada.

Mr. Spearman protested that an FCC release dated Jan. 20, 1948, mentioned only the loss of Channel 13 and nothing about protecting Canadian stations. He said no hint that the agreement contained anything else was given at any time and that the first knowledge he

(Continued on page 67)

RADIO PLANK

Democrats Weigh Resolution

By HERMAN BRANDSCHAIN

SUBJECT OF FREEDOM of radio and television on parity with the press was tossed into the laps of Democratic platform makers last week who met in Philadelphia in advance of the party's Convention to start the work of shaping policy for the coming campaign.

At press time, there was no definite indication as to what action the Democratic plank carvers would take, although they knew that broadcasters were disappointed by failure of the Republicans to take any stand on the subject in the GOP 1948 platform.

Specifically, the platform molders were urged to adopt a resolution favoring freedom of radio and television on parity with the press along the theme of the plank in the 1940 platform. The matter was brought to the attention of the platform makers by BROADCASTING, which, in a telegram to Sen. Francis J. Myers (D-Pa.), chairman of the Resolutions Committee, pointed out that the 1940 plank won the approbation of broadcasters. The 1940 plank read:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States."

On receipt of the telegram, Sen. Myers referred it to the subcommittee of the Resolutions and Platform Committee. This subcommittee has the job of hearing all witnesses and considering all subjects called to its attention, and then making a draft of a platform, which then will be considered by the 108-man Resolutions and Platform Committee. Sen. Myers is also chairman of the subcommittee.

It was expected that the subcommittee, which began hearing witnesses Tuesday, would not have finished such hearings until Friday or Saturday. Should no witness for or against a radio plank

(Continued on page 36)

FOR other details on the Democratic Convention opening today in Philadelphia see page 29. Radio and TV coverage planned; page 29. 463 radio newsmen accredited.

Treasury's Report Lists Radio Pays

Sarnoff, Trammell and Stanton Among Top Earners

MANY NAMES familiar to radio circles were listed among top money earners for 1946 in Treasury Department compilations made public in Washington last week.

Network officials making in excess of $75,000 in salary, commission, bonus or other compensation during the 1946 calendar year included NBC President Niles Trammell with a reported income of $75,220; CBS President Frank M. Stanton, $94,010, and Brig. Gen. David Sarnoff, RCA president and board chairman of NBC, $132,083.

Other industry names:

Charles P. Skouras, National Theatres Amusement Co. and Fox West Coast Agency Corp., $985,300, top earner of the year; F. H. Ricketson Jr., Fox Inter-Mountain Amusement Corp., $119,296; Elmer C. Rhoden, Fox Mid-West Amusement Corp., $119,445; John Balaban, Balaban & Katz Management Corp., $111,890; Walter Winchell, $97,684; Sigmund S. Larmon, Young & Rubicam Inc., $93,985; John S. Knight, The Beacon Journal Publishing Co. of Ohio, $77,884; Paul Bellamy and Sterling E. Graham, both of the Forest City Publishing Co. (Ohio), $132,853 and $101,630, respectively; G. H. Bucher, Gwilym A. Price and A. W. Robertson of Westinghouse Electric Corp., $132,583, $114,632 and $134,698, respectively; C. P. Cooper and W. S. Gifford, American Telephone and Telegraph Co., $114,699 and $209,650, respectively; Charles E. Wilson, General Electric Co., $198,000, and George W. Hill Jr., formerly of The American Tobacco Co., $230,500.

DORLAND DROPS ARMY RECRUITING ACCOUNTS

DORLAND Inc., New York, will not bid for renewal of its account, the U. S. Army recruiting advertising in the First Army area, Atherton Pettingell, president, said last week.

"We are happy to have had the opportunity to perform a public service in handling the First Army recruiting advertising campaign for the past year," Mr. Pettingell said. "We were the first agency ever appointed to handle local advertising in this area which had previously been placed directly. The fact that the Army intends to continue the use of an agency indicates that this principle of operation has proved successful."

Mr. Pettingell said, however, that "the unusual service demands of local army advertising and excessive delay in payment of bills constitute serious disadvantages to an agency geared to the handling of larger national accounts."

Also dropped from Dorland's list of clients were the Fifth Army in Chicago and the Sixth Army, San Francisco.

CBS AXE FALLS

Pruning Operation Catches Forty

APPROXIMATELY 40 CBS employes in New York, most of them in low salary brackets, were dismissed last week in what was described as a move to trim operating expenses. Other dismissals may follow, it was learned.

The staff reductions brought quick objections from the United Office and Professional Workers of America (CIO), which represents CBS office employes and which asserted that at least some of the personnel affected in the firings had been dismissed without two-weeks notice. Negotiations on this subject were in effect between the network and the union at a late hour last week. CBS said, however, that it had paid severance pay to all those discharged.

Joseph H. Ream, executive vice president of CBS, said that the dismissals were occasioned by a general review of operating procedures looking toward the streamlining of some departments. The research department was most heavily hit in the action, although the dismissals were scattered through several other departments as well.

Mr. Ream said no recent economic development was responsible for the retrenchment. Broadcasting revenues generally were better than they were a year ago, he said. But periodic examination of operations was necessary, he said, to prevent the network from overburdening itself.

Last week's cut-down was not connected with the announced intention of CBS (and NBC) to eliminate their short-wave broadcasting activities. When the networks relinquish their overseas broadcasting to the State Dept. next October, more than 100 employes at each will be affected. It is expected, however, that many of them will be absorbed into the State Dept. radio staff.

BIG SUMMER DRIVE ANNOUNCED BY RAYVE

RAYVE CREME Shampoo's extensive summer radio campaign was revealed last week by Henry F. Woulfe, Pepsodent president.

The schedule includes the continuance of Sheila Graham's show Sundays, 8:15-8:30 p.m. on 43 stations of the Don Lee Network for 13 weeks. Series began on June 27. In addition, 12 weeks of hitchhikes on the *Corliss Archer* NBC Tuesday night program which began on June 22, will promote the shampoo.

The radio campaign also includes a spot schedule in 40 selected markets covering an area reporting 75 to 85% of the total U. S. drug sales.

Needham, Louis & Brorby, Chicago, is the agency.

Westinghouse Salaried Workers Given 8% Boost

SALARY INCREASES of more than 8% for upwards of 300 employes of Westinghouse Radio Stations Inc. at the company's Philadelphia headquarters and at Westinghouse-owned stations were announced by General Manager J. B. Conley July 12. Approximately 200 salaried workers and more than 100 supervisory employes and management personnel are affected.

The increase, Mr. Conley said, is the third these groups have received in a little more than two years.

Stations operated by Westinghouse are WBZ and WBZ-TV Boston; KDKA Pittsburgh; WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, and KYW Philadelphia.

SO HELP US HANNA, IT'S TWO!—Michael R. Hanna, (third from l) general manager of WHCU Ithaca, Cornell U. station, was married Tuesday in New York to Kay Thorne Harding (second from l) in a ceremony performed by New York's Chief Justice Edgar Bromberg. Mrs. Hanna, originally from New Jersey, is former Hollywood representative for the International Rescue and Relief Committee. Morris Novik, New York radio consultant (l) and Mrs. Novik (r) were witnesses.

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Intl. Silver Signs 'Ozzie' for NBC

INTERNATIONAL Silver Co., through Young & Rubicam, New York, signed a contract last week with NBC for the Sunday night 6:30-7 p.m. period for its program, *Adventures of Ozzie and Harriet*, which was sponsored by the company last season on CBS, Fridays 9:30-10 p.m. The contract is effective Oct. 3.

The *Hollywood Star Preview*, sponsored by American Home Products Corp., through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, and currently heard in the 6:30-7 p.m. period on NBC will move in October to Saturdays, 8-8:30 p.m. on the same network.

LINDQUIST SUCCEEDING PASSMAN IN WOL POST

SUCCESSION of Lansing Lindquist, formerly of WSYR Syracuse, as program director of WOL Washington, a vacancy created by the resignation of Roy Passman, was announced last Friday by Phil Hoffman, vice president of Cowles Broadcasting Co., licensee of the Capital outlet, and general manager of WOL.

Mr. Passman who succeeded Arthur J. Casey in June 1947, when the latter resigned to return to St. Louis, has not announced his future plans. Mr. Passman joined WOL after resigning as director of program operations for WTOP Washington. He joined WTOP, CBS affiliate, in 1935 and was on the staff continuously until 1945 with the exception of a year's overseas war service with OWI. From January 1944 to the following year he served as traffic manager of OWI's ABSIE station in London.

Mr. Lindquist was previously associated with Mr. Hoffman at KRNT Des Moines and at WSYR where he served as program director until World War II, when he joined the Army Air Forces. He replaced Col. Jack Harris, now manager of KPRC Houston as radio and communications officer on Gen. MacArthur's staff in Tokyo. After separation from military service, in 1946 he returned to duty with WSYR and its FM affiliate.

SWIFT SUCCESS

McNeill Is Their Gold Mine

By BILL THOMPSON

A SPONSOR SHOULD never rely on the judgment of a mere company president or chairman of the board when selecting a radio show, in the opinion of Vernon Beatty, advertising manager of Swift & Company.

"In fact, the top level is the last place we go for guidance when buying radio," he declared recently.

When he said this, Mr. Beatty, who last year spent an advertising appropriation of "well over $10,000,000," was hardly indulging in personalities. He was only giving voice to an old Swift precept, which the company's white-haired president, John Holmes, himself underscored in a speech seven years ago.

Swift & Company takes its orders from "our employes, the people from whom we buy, the people to whom we sell, and our shareholders—they are all equally important," said Mr. Holmes in an address before the National Assn. of Food Chains in October 1941.

Entered Radio 21 Years Ago

Harking back to this statement, which is preserved in a book of Mr. Holmes' speeches, titled, *This Company of Ours*, Mr. Beatty said it explains "in simplest form" how the 62-year-old packing firm buys its radio and television shows.

Swift entered radio 21 years ago with a series of talks by company officials on the origin of product names. Costing "well into the hundreds," the programs were aired on WLS Chicago, then owned by Sears, Roebuck & Co.

Ollie E. Jones, vice president in charge of sales and advertising who then headed up the company's "fats and oils business," recalls he once "dilated for 15 minutes on where the name Silverleaf came from." (Silverlear Lard, named for a silvery-looking African leaf of almost metallic crispness, has been one of the company's biggest by-products for many years.)

* * *

WHEN VARIETY radio shows were having a trial run in the early thirties, Swift climbed aboard in 1931 with the Stebbins Boys, a musical comedy act. The more sedate Swift officials soon were disgusted with these zanies, but, out in the field, Mr. Jones found the act was "catching on."

"While making the rounds of our Southern refineries in my car, I got stranded near a general store in Arkansas," he relates. "When the storekeeper learned I was from Swift, he immediately inquired about the Stebbins Boys. He said many of his customers listened to them and often hummed their songs when they were in the store.

"Alert for other reactions toward the show, I found much to encourage me during the remainder of the tour. I developed a strong faith in radio in general, and the Stebbins Boys in particular, as a merchandising medium."

The act remained with Swift 16 months as a late afternoon five-a-week strip on NBC's Red Network.

In 1933, the company deserted its one-a-day policy for a half-hour Friday night show on CBS featuring Olsen & Johnson. The famous vaudeville team lasted six months.

When Swift officials sensed in 1934 that their listeners were tiring of comedy, they signed Sigmund Romberg's orchestra for an hour a week on NBC's Red Network. This popular show was on the air nearly two years, after which a shift was made to a 15-minute Monday-through-Friday strip called *Junior Nurse Corps*. This change from the program-a-week schedule was motivated chiefly by a desire to put a greater number of product names on the air. (In addition to its fresh meats, Swift widely advertised its ham, bacon, sausage, frankfurters, shortening, margarine, ice cream, cleansers, baby foods, dairy products and canned meats.)

Junior Nurse Corps, directed at little girls who some day would be doing the housekeeping, was on CBS for more than three years. It was "so successful we had to quit it," Mr. Beatty recalls. "We got involved in too much detail work over giving away premiums . . . So we switched to Ransom Sherman and his Sunbrite *Smile Parade*—a half-hour matinee."

* * *

IN CASTING about for a program that would satisfy young and old alike and at the same time give each of Swift's many products an equal break, Mr. Beatty cocked a willing ear to the line of reasoning of Edwin R. Borroff, former vice president of ABC's Central Division but, at the time, Midwest sales manager of NBC's Blue Network, predecessor of ABC.

Mr. Borroff contended that ABC's *Breakfast Club*, the original program of this type, which had been sustaining for eight years with the same m.c., was the "answer to Swift's prayer."

"Don McNeill will not only make folks run out and buy your ham and eggs, your shortening to fry them in, your butter to spread on on the morning toast," said Mr. Borroff, "he'll draw up a chair at the breakfast table, too. He's that kind of a guy."

Mr. Beatty started tuning in on *Breakfast Club's* "towering toastmaster" (6 ft. 2 in.). He liked the McNeill voice—"easy and informal, casual and relaxed." He liked the way Don McNeill laughed.

Out went feelers to Swift's 75,000 employes (5,000 salesmen and the workers at 527 manufacturing units); also the 350,000 retailers who handled its goods, the farmers who produced its raw materials, its customers and shareholders. A "surprising number" already had listened to *Breakfast Club* and liked the McNeill manner, too.

In January 1941, Messrs. Beatty and Borroff signed the contract that inaugurated one of the most successful radio sponsorships of all time. Five years later, when the contract was renewed, Mr. Beatty, Swift's President Holmes and Vice President Jones thought so highly of *Breakfast Club* that they posed with Mr. McNeill and Mr. Borroff in a picture showing the Swift advertising manager holding a 1946 calendar with a bold "1951" printed across its face. The caption explained that although Swift's contract with ABC runs on a yearly basis, company officials had a gentlemen's agreement with the network that their sponsorship of *Breakfast Club* was good for another five years.

Growth of 'Breakfast Club'

Here is the chronology of how *Breakfast Club* grew in the esteem of Swift & Company:

Feb. 8, 1941—Thurs., Fri., Sat., 8:30-8:45; 75 stations.

Nov. 3, 1942 — Tues.-Sat.; same time; 154 stations.

May 1, 1944 — Mon.-Sat.; same time; 191 stations.

Oct. 29, 1945 — Mon.-Fri.; same time; 192 stations (one day was dropped from the weekly schedule after Mr. McNeill convinced network officials he needed a five-day week).

June 3, 1946 — Mon.-Fri.; 8:15-8:45; 192 stations.

A tribute to the salesmanship of Mr. Borroff, who resigned his ABC vice presidency early last month, is the fact that while Swift & Company was *Breakfast Club's* first sponsor, the company had an "exclusive" only 37 weeks. Believing that the program would become a foundation stone of ABC's Central Division from a commercial standpoint, as it already had program-wise, Mr. Borroff convinced Swift officials that the *Breakfast Club* door should be left open to other non-competing sponsors.

* * *

CONSEQUENTLY, Cream O'Wheat on Nov. 14, 1941, took 20 weeks of the 8:45-9 segment, Friday and Saturday on 70 stations, then returned on Oct. 2, 1942, for 32 weeks more. In the interim, Acme White Lead & Color Works had the same period Tuesday and Friday for 13 weeks beginning Feb. 17, 1942. The Kellogg Co. (cereals) took the 8:45 to 9 piece, Monday

(*Continued on page 66*)

THE FIRST "Breakfast Club" contract is signed (top photo) in January 1941. Trio includes (l to r) Messrs. McNeill, Borroff and Beatty. Five years later (lower photo) in 1946 Mr. Beatty (back to camera) holds a calendar which puts Swift & Company on record as favoring another five years of McNeill sponsorship. Others, clockwise, Vice President Jones, President Holmes, Mr. McNeill and Mr. Borroff.

IAB LEGISLATIVE PLAN

Uniformity Is Goal

UNIFORM radio legislation designed to assure freedom of expression in the American republics was approved by the Legal Committee of the Inter-American Assn. of Broadcasters Congress, meeting last week at Buenos Aires.

Due to heated debates during attempts to agree on this legislation the Congress was unable to wind up its work prior to the July 9 holiday, when Argentina celebrated the 132nd anniversary of its independence. Saturday sessions were scheduled, at which a number of controversial topics, including uniform legislation, were expected to stir more controversy.

The 12-point legislative plan of the Legal Committee was developed from a report prepared by Dr. Justino Jimenez de Arechaga, general director of the association [BROADCASTING, June 21].

Argentina's contention that broadcasting should be regarded as a public utility subject to full governmental control, instead of as a public-interest operation conducted by private enterprise, provoked exchanges so heated that Uruguay finally suggested that names of specific countries be removed.

Argentina stood alone in the dispute and accepted the majority decision only with reservations.

Differences regarding the entire question of freedom of speech provided a running sideshow during the week. Argentina reiterated officially that freedom of expression prevails in the country only to be met repeatedly by documented briefs proving the contrary. These included reports showing that the Democratic, Radical and Socialist parties were unable to obtain radio at any price while the government is able to commandeer as much as it needs.

Major hurdle was surmounted Wednesday when Guatemala almost succeeded in dragging the conference off the track and into questions of territorial aggression.

Working late at night, delegates prepared the 12-point committee draft of uniform legislation for submission to American legislatures, with most of the preliminary aspirations achieved. The legislative code is subject to be approved by the individual governments.

Nunn Wins 3 Points

Gilmore N. Nunn, head of the Nunn stations and U. S. delegate, carrying out NAB instructions, succeeded in putting over three major points. First, he won inclusion of a "freedom to listen" resolution; secondly, he persuaded the conference to agree not to act on copyrights until UNESCO completes its studies and reports; third, he won a recommendation in favor of requesting registration of copyrights in the future, paving the way for solution of a vexatious broadcast problem. Mr. Nunn was first vice president of the conference.

The Friday holiday kept delegates busy at parades, public functions, opera, winding up with a post-midnight social program.

On the Saturday agenda were the report of the Legal Committee, including uniform legislation. This committee handled most of the controversial matters.

Election of new permanent officers was scheduled, along with selection of a site for the 1949 assembly. The presidency was believed to lie between Goar Mestre, of Cuba, and Jaime Yankelevich, of Argentina, president of the week's conference as well as the association itself. Mr. Mestre was considered a slight favorite just prior to the election.

'49 Site Considered

Venezuela was thought to be the probable site of the 1949 conference, the United States having turned down the offer and having asked another chance in 1950. Mr. Nunn said it would be difficult to arrange the 1949 meeting and the NAB Chicago convention simultaneously.

John Royal, NBC vice president, who participated as an observer, left for the United States before the end of the conference. He was consulted frequently by delegates and committees because of his extensive international experience.

Also active as an observer was Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Greeting from Argentina's Congress was received after that body had debated the matter and the government had deleted an opposition suggestion. This suggestion had voiced hope the convention would take notice of the status of radio freedom in Argentina.

Peron Assurance

Though President General Juan Peron of Argentina had assured the conference that full freedom of expression exists in the country [BROADCASTING, July 5], political opponents contend stations are forced to make presents of air time to the government and foreign correspondents are forced to submit scripts for censorship.

Inaugural ceremonies in the National Postal Savings Bank Bldg. attracted Madame Evita Peron, wife of the President, members of the cabinet and diplomats. President General Peron was presented a gold microphone, Mrs. Peron a brooch of diamonds and sapphires. Oscar Nicolini and Pedro Gagliardo, post office officials, received gold medals.

Ceremonies were broadcast over what was announced as a network of 2,600 stations. List of officers elected by the conference, including the first vice presidency for Mr. Nunn, specified a secretariat composed of Jose Ramon Mayo, Argentina; Ramon Bonaches, Cuba, and Felix Muguerza, of the Inter-American association.

Freedom Main Objective

The agenda included such subjects as international program interchange and payment for commercials, and establishment of a hemisphere network performing goodwill cultural functions. Freedom, however, was the principal objective. Suggestions ranged from permanent licensing of stations to desire for a code of ethics. Licenses in many Latin countries are subject to cancellation without notice.

Smythe Quits FCC For Post in Illinois

RESIGNATION of Dallas W. Smythe as head of the FCC Accounting Bureau's Economics & Statistics Division, to join the staff of the U. of Illinois [CLOSED CIRCUIT, July 5], was announced last week.

Mr. Smythe will be professor of economics and also will serve as a research professor in the university's Communications Research Institute. He will assume his new duties in September. Others on the university's Institute staff will include Dr. Paul F. Lazarsfeld, radio research analyst and director of the Columbia U. Office of Applied Social Research, who will be at Illinois U. for a part of the coming year on a visiting basis.

Mr. Smythe left FCC last week. His successor has not been named.

He has been with the Commission for the past five years, participating in economic analyses, particularly the detailed "Lemon Book" survey of AM broadcasting which was released last fall. A graduate of the U. of California, he served on the staff there from 1928 to 1933, then became an economist for the U. S. Dept. of Labor. In 1940 he was research economist for the Tolan Committee of Congress, and in 1941-42 was principal economist in the U. S. Budget Bureau's Division of Statistic Standards.

Nine More Cancel New Outlet Grants

Six FM and Three AM Stations Are Included

FCC's list of station deletions continued to grow last week with the announcement of six new FM and three AM station grants which had been cancelled.

The FM deletions were those which had been issued to the following:

Boise Valley Broadcasters Inc. (KDSH-FM), Boise, Ida.—98.1 mc with 1.9 kw.

Lone Star Broadcasting Co. (KFTG) Handley, Tex.—103.7 mc with 15 kw.

E. Ogden Driggs (KIOB), Berkeley Calif.—99.3 mc with 140 w.

Eugene Broadcast Station (KORE-FM), Eugene, Ore.—104.7 mc.

Shroyer Radio Corp. (WJUS), Shamokin, Pa.—100 mc with 1 kw.

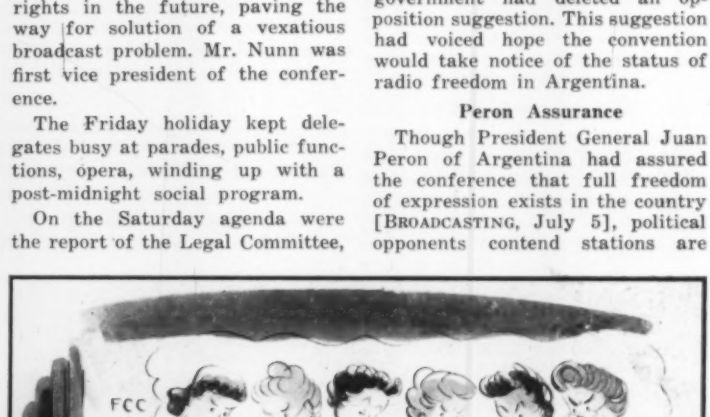
Dublin Broadcasting Co. (WMLT-FM) Dublin, Ga.—98.1 mc with 2.5 kw.

AM authorizations announced as deleted were:

G. Stanley Brewer trading as Southern Wyoming Broadcasting Co. (KSWR) Rawlins—1340 kc with 250 w fulltime

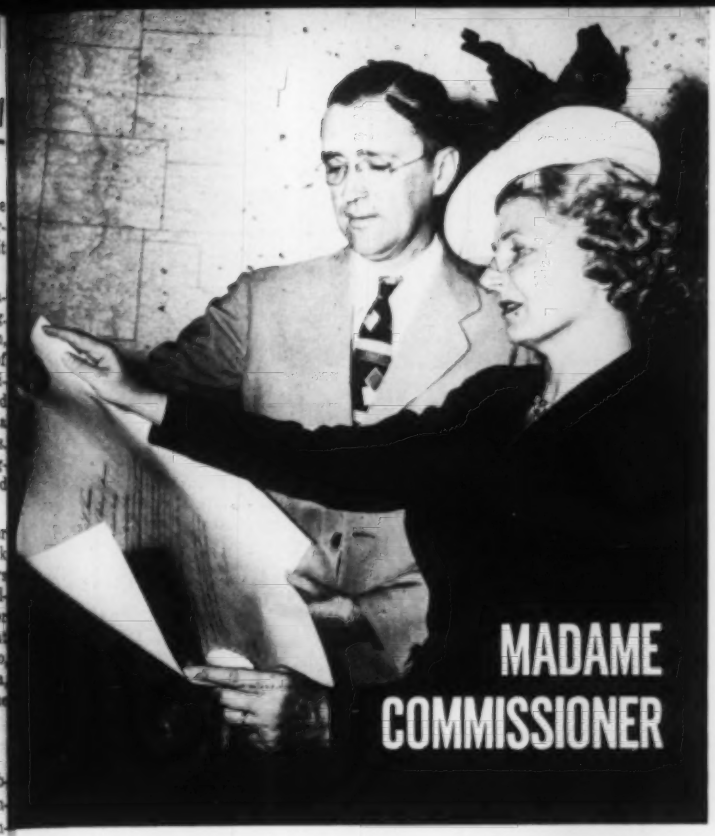
Superior Enterprises (WIHL), Hammond, La.—730 kc with 250 w, daytime only.

William Edwin Richardson (KUKH) Ukiah, Calif.—1400 kc with 250 w fulltime.



Drawn for BROADCASTING by Sid Hix

"By order of higher authority, there will be no night sessions henceforth."



Miss Hennock and Chairman Coy examined her new commission last Tuesday.

MISS FRIEDA B. HENNOCK is slated to plunge into the routine of FCC activities this week, after taking the oath of office last Tuesday in elaborate ceremonies greeting her as the first woman member of a federal radio regulatory body.

The plunge was delayed to permit the 43-year-old New York attorney, a Democratic party worker who won the approval of a Republican Senate, to wind up her business affairs in the law offices of Choate, Mitchell & Ely, where she broke the all-male precedent several years ago by becoming the first woman partner in the firm's 140 years of existence. She is expected to return to FCC today (Monday).

Some 150 guests including Cabinet members and other government officials, FCC members and staff executives, and friends of the new Commissioner were on hand as Associate Justice Henry A. Schweinhaut, of the U. S. District Court for the District of Columbia, gave her the oath of office in the Postmaster General's reception room in the New Post Office Bldg. where FCC is quartered.

She pledged "unfailing devotion to the work of the Commission and the important policies which it must develop and administer."

FCC Chairman Wayne Coy welcomed her to a Commission which, he quipped, has always had "rectitude, fortitude and solemnitude—but never before pulchritude." She is the 24th member of the FCC and the 33rd commissioner since establishment of FCC's predecessor Federal Radio Commission. Her term is for seven years from July 1.

Attorney General Tom Clark complimented Miss Hennock and lauded her appointment as "emblematic of the renewed and active interest women are taking in public life." Federal Security Administrator Oscar R. Ewing, praising her professional competence and personal qualities, told the witnesses that "I look forward to her service here as making a great contribution to the radio industry." And, he added, "to the Democratic party."

Among Those Present

The witnesses included Treasury Secretary John W. Snyder, Postmaster General Jesse M. Donaldson, Commerce Secretary Charles Sawyer, Presidential Assistant John R. Steelman, Treasury Undersecretary Edward H. Foley Jr., Deputy Commissioner of Internal Revenue Carroll E. Mealey, former Ambassador William D. Pauley, and Mrs. India Edwards, chief of the Women's Division of the Democratic National Committee, who was singled out by Miss Hennock for praise for her "untiring and unrelenting campaign to obtain fair recognition for her sex"; Clifford J. Durr, Alabama Democrat whom Miss Hennock succeeds on the Commission; Mrs. Grace Stewart, secretary to the Attorney General; Mrs. Pauline Moore, formerly with the Democratic National Committee, and Miss Betty Kraus, secretary to Leslie L. Biffle, staff director of the Senate Minority Policy Committee.

Sen. Robert A. Taft (R-Ohio), chairman of the GOP Policy Committee of the Senate, sent a telegram offering best wishes and expressing regret that he could not attend the ceremonies.

Miss Hennock told the group that "I hope and pray that I may find the strength and the ability to justify" the faith implied in her appointment and welcome to the Commission.

Radio 'True Democracy'

Radio, she said, is "the mechanism for true democracy—to make knowledge and information available to all. When radio has had its full growth, the minds of men will no longer be earthbound." Though "we have only scratched the surface in this field," she said, "it is one real hope for peace and happiness in a world where today the instruments of destruction far surpass the tools of peace."

She continued:

It is a signal honor to be the first woman chosen to join in the administration of these tremendous forces. Their vitality and growth must stem from the public and industry itself—but the Commission carrying out the policies of Congress can promote and nurture a healthy atmosphere in which these forms of communications will perform increasingly useful functions for the good of a constantly increasing number of people.

Various forms of radio enter our homes for the education of adults and children, for their entertainment and to give them information on the widest scale. Through them we are influenced in our purchasing, in our thinking, in our manners and in our morals. It seems fundamental that in this field—so peculiarly affecting women—the viewpoint of their sex should be represented . . .

Women in government are not in any sense on trial. The road has been traversed brilliantly and honorably. But each woman undertaking a new and challenging public office must feel that she carries the trust of her sex as well as that of the nation. I shall dedicate myself to this trust and endeavor to discharge it in the interest of all the people.

FMA EXPANSION *Full Trade Association Functions Started*

FM ASSN. formed Jan. 10, 1947 as a promotion operation, has started full trade association functions, according to announcement Thursday by Bill Bailey, FMA executive director. Mr. Bailey predicted "FM will replace AM in virtually every community of the country" within "a five-year period."

FMA will invite retail dealers to become associate members. Manufacturers at present are eligible for membership.

In the works at FMA is a revision of the by-laws contemplating expansion of activities. A special committee studying this revision will report to the FMA board Aug. 24, according to Everett L. Dillard, WASH Washington, FMA president.

No FMA official would be quoted on extent of the expansion—possibly into direct competition with the NAB as trade association serving FM stations.

Should the board approve by-laws changes, they will be submitted to the membership for action at the second annual convention, slated Sept. 27-29 at the Sheraton Hotel, Chicago. Present by-laws permit a fairly broad operation.

Stating that "we have in radio two major associations—the NAB and the FMA," Mr. Bailey reviewed events leading to formation of FM Broadcasters Inc. in 1939, followed by its dissolution Oct. 21, 1946 and merger with NAB.

At that time NAB formed an FM Dept., now headed by Arthur C. Stringer. This department services FM members in NAB but NAB operates as an industry-wide group and cannot discriminate in favor of any one industry segment.

Mr. Bailey said the "phenomenal growth" of FM broadcasting has brought demands from FMA members for program, selling, engineering and other services. He declared NAB did not include FM or facsimile on its agenda at the Los Angeles convention in May.

Plans Bigger Agenda

The FMA convention will include a broadened agenda dealing with all phases of station operation, he continued.

FMA has an active membership of more than 250 FM stations, and total membership of nearly 300. On the air today are nearly 600 FM stations, Mr. Bailey said, with 1,160 stations in operation, authorized or applications pending. Only one FM station has left the air since V-J Day after starting operations, he said, with 97 CPs or conditional grants surrendered.

NAB has a total of 652 FM member stations, of which about 50 are not affiliated with AM stations.

KKLA AND KWFM BEGIN COAST FM NETWORKING

NETWORKING of programs between FM stations KKLA Los Angeles and KWFM San Diego has been undertaken as start of a permanent California FM network.

Officials of the Western FM network include: Maurice D. Buchen, general manager of KKLA; David S. Ballou, vice president and general manager of FM Reps. Inc., exclusive FM representatives; John Gordon Studebaker, executive director of KWFM, and Fred Rabell, general manager of latter station.

At present network feeds only north to south, but two-way programming is expected with construction of new antenna by KWFM. Arch D. Scott, formerly with NBC in Chicago and Los Angeles, and recently producer of *Carnation Hour*, is program director.

Plans call for stations from San Diego to San Francisco with additional outlets in secondary markets to be added. Rate cards are to be issued about Sept. 1. Network is to operate as a cooperative.

RTPB SUCCESSOR

New Technical Group Named

By J. FRANK BEATTY

NEW joint technical group to advise the FCC and other U. S. and industry agencies on AM, FM, television and other electronic problems—technical and economic—has been appointed to replace the war-inspired Radio Technical Planning Board.

Name of the new agency is Joint Technical Advisory Committee. It was set up by Radio Mfrs. Assn. and Institute of Radio Engineers whereas the predecessor RTPB officially included NAB and nearly a dozen other organizations.

Inspired by urgency of the national defense program, JTAC first tackles the peacetime job of rounding up data on equipment and propagation traits of the upper frequencies for submission to the FCC's television hearings slated to start Sept. 20.

RTPB was officially interred last Thursday at a New York meeting of its Administrative Committee. Some $7,000 in its kitty was split among the participating organizations.

Jett Named

Though NAB is not represented on the eight-man membership of the new group, sources close to JTAC point out that a broadcast executive—E. K. Jett, former FCC commissioner and director of the *Baltimore Sun's* radio and television activities—is a member. They add that JTAC will be a central policy advisory agency working through special (*ad hoc*) committees whose membership will include spokesmen familiar with the topics under study.

Idea for JTAC came out of the IRE's annual meeting in New York March 24 when FCC Chairman Wayne Coy called on the radio industry for more rapid development of the upstairs band between 475 and 890 mc to meet the TV spectrum problem [BROADCASTING, March 29].

IRE and RMA took up the challenge. At its spring board meeting in Toronto April 8-9, the RMA board set in motion the Coy suggestion. Dr. W. R. G. Baker, General Electric Co. vice president and director of the RMA Engineering Dept., was directed to confer with IRE officials.

Dr. Baker and Benjamin E. Shackelford, assistant to the vice president of RCA Labs. and IRE president, worked out basic plans. At its Chicago meeting June 17 the RMA board approved the plans along with proposed membership. IRE also voiced its approval.

Place of the broadcasting industry in the new project is expected to come before the new NAB Engineering Executive Committee, scheduled to meet in September. NAB will shortly announce new committee membership.

NAB Interest Nil

The NAB committee had voted a year ago against further contribution of funds for RTPB's operations, since the agency was not operating actively.

Developing between NAB and IRE for some time has been a project to give broadcasters a more active part in the engineering society [BROADCASTING, March 29]. Petitions signed by broadcasters have been submitted to IRE's Professional Group Committee, which will submit a recommendation to the IRE board. Chairman of the professional committee is Dr. William L. Everett, professor of engineering, U. of Illinois and a former IRE president. Royal V. Howard, NAB engineering director, is broadcast member of the committee.

NAB officials would not comment Thursday on the JTAC advisory committee's membership, pointing out they had not been officially notified of the details.

No official view could be obtained on lack of NAB representation on the main committee.

JTAC will deal with all phases of electronics, the RMA announcement covering the new project clearly emphasized, and best available talent will be drawn from the industry as project committees are set up.

RMA noted that the RMA and IRE boards selected committee membership "on the basis of professional standing" irrespective of the organizations to which they belong or the companies by which they are employed. Dr. Baker and Dr. Shackelford will report directly to their respective boards on JTAC activities.

Siling Is Chairman

Chairman of the committee is Philip F. Siling, chief engineer of the RCA Frequency Bureau, Washington, representing IRE. Vice chairman is Donald G. Fink, editor of *Electronics*, New York, representing RMA.

Other members are Dr. Ralph Bown, Bell Telephone Labs.; Melville Eastham, General Radio Co.; John V. L. Hogan, Interstate Broadcasting Co., New York; Mr. Jett; Haraden Pratt, Mackay Radio & Telegraph Corp., New York, president of the expired RTPB; David B. Smith, Philco Corp.; Laurence G. Cumming, IRE technical secretary, non-member of the committee.

Under the charter, JTAC operates as a central and authoritative policy advisory group in the technical field. It will "obtain and evaluate information of a technical or engineering nature relating to the radio art for the purpose of advising government bodies and other professional and industrial groups.

"In obtaining and evaluating such information, the JTAC shall maintain an objective point of view. It is recognized that the advice given may involve integrated professional judgments on many interrelated factors, including economic forces and public policy."

Remaining functions of RTPB are being taken over by RMA Engineering Dept. technical committees and IRE. Both RMA and IRE committees will be asked to supply information as needed, along with the special one-assignment (*ad hoc*) committees.

The specific JTAC duties are specified in the charter as follows:

(a) To consult with government bodies and with other professional and industrial groups to determine what technical information is required to insure the wise use and regulation of radio facilities.

(b) To establish a program of activity and determine priority among the problems selected by it or presented to it in view of the needs of the profession and the public.

(c) To establish outlines of the information required in detailed form. These outlines will be submitted to qualified groups, as hereinafter defined, who shall study the requirements and supply the required information.

(d) To sift and evaluate information thus obtained so as to resolve conflicts of fact, to separate matters of fact from matters of opinion, and to relate the detailed findings to the broad problems presented to it.

(e) To present its findings in a clear and understandable manner to the agencies originally requesting the assistance of the committee.

(f) To make its findings available to the profession and the public.

(g) To appear as necessary before government or other parties to interpret the findings of the committee in the light of other information presented.

Members of JTAC are appointed for two years, and the chairmanship will be alternated each year between RMA and IRE representatives.

Father of Idea

The original idea for RTPB came from ex-FCC Chairman James Lawrence Fly during the 1942 IRE fall meeting. Chairman Fly urged industry and government to get together to lay peacetime plans. Necessarily RTPB after formation of over a dozen panels, went deep into wartime electronic projects including television and radar. Dr. Baker was first RTPB head, followed by Mr. Pratt.

By the time of the FCC war time allocation hearings RTPB had submitted vast stacks of technical reports in which industry wide developments were brought together and analyzed. This material provided the basis for FCC postwar allocations put into effect in July 1945.

In recommending revival of the cooperative last March, FCC Chairman Coy had pointed to White House recommendations for an extensive defense program, adding "Any effort we make today toward broad-gauge planning will pay rich dividends tomorrow in accelerated progress for the radio industry as a whole and in terms of greater national security."

With RTPB idle for many months, one phase of its activity was revived last month with pro

(*Continued on page 75*)

KSDJ and KTIM Sales Negotiated

OWNERSHIP of two West Coast stations will shift as result of two deals closed last week.

KSDJ San Diego will shift from ownership of Clinton D. McKinnon to David Salik, San Antonio manufacturer and his son, Charles, for reported price of $272,000 subject to FCC approval. The latter will serve as president and general manager. Pre-war he was on staff of WOAI San Antonio and during war was a captain with American Forces Network in Europe. Earlier the FCC had approved sale of station to McKinnon Publications but the sale was never completed.

The second deal involves the sale of 25% of the stock of KTIM San Rafael, Calif. to Hugh E. Turner by the Marin County Broadcasting Co. for $30,000. Mr. Turner will also become vice president and general manager.

Blackburn - Hamilton, station brokers, handled both deals.

THE EUROPEAN situation was doubtless the subject being discussed by (l to r) Lloyd Lehrbas, acting director of international information, State Dept.; George Allen, Assistant Secretary of State for Public Affairs; and Howard K. Smith, chief of CBS' European news staff. The occasion was a party given at Washington's Hotel Carlton by Earl Gammons, CBS Washington vice president, in honor of Mr. and Mrs. Smith.

STRATOVISION'S development at Westinghouse has been in the hands of these engineers, working under Walter Evans, v p, and C. E. Nobles, section engineer who conceived the idea [BROADCASTING, June 28]. Front row (l to r), J. M. Sausser, E. C. Whatley, L. R. Smith, K. M. Mack, C. S Marie. Back row, F. G. Mullins Jr., J. R. Gosey, W. C. Cryer, A. A. Nims, B. E. Wallace, H. J. Hayes Jr., C. J. Miller, A. A. Macdonald. Flight crew in Martin Stratovision plane included Wilfred Smith, W. H. McKinnell, G. E. Rodney, William Duckworth and Messrs. Nobles, Mullins, Macdonald and L. R. Smith.

TV BIDS

Cornell, KONO, Lasker Seek Outlets

THREE applications for new television stations were filed with FCC last week, the fewest recorded in several weeks.

They were submitted by Cornell U., licensee of WHCU and WHCU-FM Ithaca; KONO San Antonio, and Edward Lasker, motion picture producer who previously had filed for Denver and Salt Lake City and whose latest application was for Seattle, Wash.

Cornell U. (WHCU) applied at Ithaca for Channel 4 (66-72 mc) with 13.6 kw visual and 6.8 kw aural powers. The university estimated initial television construction costs at $210,000, operating expenses the first year at $40,000 to $50,000 and first year's revenues at about $10,000.

KONO, through the owner, Eugene J. Roth trading as Mission Broadcasting Co., applied for Channel 12 (204-210 mc) with 21.94 kw visual and 10.97 kw aural powers. Mr. Roth's cost estimates were $161,600 for construction, $50,000 for the first year's operations and $30,000 for revenues during the first year.

Mr. Lasker, who was a radio producer before he entered the movies, and is now a producer with Walter Wanger Pictures Inc., filed his third video application, seeking Channel 7 (174-180 mc) for a new station at Seattle. He previously had applied for Salt Lake City and Denver [BROADCASTING, July 5]. His Seattle application was for 30 kw visual and 15 kw aural powers. He estimated construction would cost $288,991 and the first year's operations $195,000. He did not estimate the first year's operating costs.

Meanwhile, an amendment was filed showing that Champlain Valley Broadcasting Corp., licensee of WRWR and WRWR-FM Albany, had acquired a 20% interest in Meredith Publishing Co.'s application for Channel 9 (186-192 mc) at Albany. The new firm, Meredith Champlain Television Corp., is headed by Stephen R. Rintoul, president and one of the principals of the Champlain AM and FM stations, and is capitalized at $500,000 [BROADCASTING, July 5]. At the same time it was disclosed that Meredith, publisher of *Better Homes and Gardens* and a video applicant for Syracuse and Rochester, had acquired a minority interest in the Champlain AM and FM operations at Albany through the purchase of the 15%-plus unissued preferred stock in Champlain Valley at a price of $31,000.

To Manage WNBK

CHARLES C. BEVIS Jr., in charge of NBC television station relations, has been appointed manager for WNBK Cleveland, NBC television outlet.

Television stories, on other pages, in this issue:

Telestatus—TV Advertisers in June	14
Half of First Ten Pulse Ratings Taken by Sports	14
WMAL-TV Issues Rtae Card 2	14
TV Crisis—Channels 2 Through 6 Shaky	21
Gillette and MBS Get All-Star Game Video Rights	30
International Tele-film Slates Kieran TV Series	30
San Francisco Gets Video Preview	42
Television Committee Studies Problem	42
WAAM Signs as ABC TV Affiliate	48
Two New Video Sponsors Start on KTLA	48
Auto Interference for Video Cut Down	59
8,000 a Week Philco TV Set Output by Yearend	67
Chicago Tavern Patrons Like Baseball on Television	68
W6XAO and Los Angeles 'Examiner' Sign Mutual Aid Pact	69
TV Film Production Center to Be Built	81
Creighton U.-WOW Demonstrate TV	82
Reception of WCBS-TV Is Reported by Arkansas	94
Work on Illinois Relay Towers Is Progressing	94

For television personnel changes, programs, etc., see various notes departments in this issue

Tentative U. S.-Canada Allocations Plan

TEXT of the report on the U. S.-Canadian agreement showing tentative television allocations along both sides of the border, which quickly became a storm center when it was revealed in the course of FCC's channel allocations hearing last week (story page 21), is as follows:

Tentative Canadian-U.S.A. Television Allocation Plans

It is recognized that a bilateral arrangement between Canada and the U.S.A. for the use of the 54 to 88 mc and 174 to 216 mc frequency bands for television broadcasting is necessary to prevent undue interference between stations in the respective countries.

Informal discussions, between representatives of Canada and the U.S. were held in Washington, D. C., the week of Dec. 7, 1947, resulting in a tentative allocation structure for the assignment of channels with particular reference to assignments in those areas adjacent to the Canada-U.S. border.

It is recognized that directional antennas may advantageously be used in certain instances to reduce interference between stations. It is expected, however, that assignments will normally be made on the basis of omnidirectional antennas.

It is recognized that assignments made at points which are more than 250 miles from the nearest point on the Canada-U.S. border would normally have no international significance and need not be notified as hereinafter specified except in cases of unusual powers and unusual antenna heights.

Where distances less than 250 miles are involved all assignments shall be notified in the following manner:

(1) Notification shall be made by an exchange of documents between the FCC and the Dept. of Transport.

(2) Notifications shall include full information on transmitting antenna locations by geographical coordinates, antenna height above average terrain, antenna height above mean sea level, and effective radiated power. In the event an antenna, directional in the horizontal plane is proposed, the directional pattern and other pertinent information shall be submitted.

(3) Each country shall have 15 days from the date of notification in which to protest the proposed assignment.

(4) If, within the 15 day period prescribed in (3) above, no objection is raised, a notified assignment shall be considered final.

It is recognized that, wherever possible, assignments made within 250 miles of the border should be in accordance with [these tentative allocation plans].

Note: These tentative allocation plans are based on an effective radiated power of 50 kw and an antenna 500 feet above average terrain, except where otherwise noted.

TABLE OF CHANNEL NUMBERING

Channel No.	Megacycles
2	54-60
3	60-66
4	66-72
5	76-82
6	82-88
7	174-180
8	180-186
9	186-192
10	192-198
11	198-204
12	204-210
13	210-216

* * *

TENTATIVE CANADIAN TELEVISION ALLOCATION PLAN

(Within 250 miles of Canada-U.S.A. border)

Location	TV Channels
NOVA SCOTIA	
Antigonish	6
Halifax	5, 7, 9
Yarmouth	2
Windsor	11
Bridgewater	13 Sm.
Truro	13 Sm.
PRINCE EDWARD ISLAND	
Charlottetown	2, 4
Summerside	12
NEW BRUNSWICK	
Sackville	8
Moncton	3
St. John	4, 6
Fredericton	2
Campbellton	6
Edmundston	4
QUEBEC	
New Carlisle	2
Rimouski	2
Riviere de Loup	8
St. Anne de La Pocatiere	12 Sm.
Chicoutimi	4, 10
Quebec	3, 6, 7, 9
Three Rivers	8
Sherbrooke	12, 4
Montreal	3, 6, 7, 9, 11
Hull	2
ONTARIO	
Cornwall	12 Sm.
Ottawa	5, 8, 10
Brockville	13 Sm.
Kingston	9
Stratford	2
Belleville	4 Sm.
Peterborough	12
Toronto	3, 8, 10
Hamilton	5
St. Catharines-Niagara Falls	13

Sm means 1 kw, effective radiated power at 500 ft above average terrain

(*Continued on page 68*)

McGRATHS IDENTIFIED

Tully Helps Radio Newsmen —Label Them Correctly—

THERE are two McGraths on Capitol Hill in Washington, D. C., both well known to newsmen but nevertheless often confused because of a similarity in their middle names. J. Howard McGrath is the senator from Rhode Island, D. Harold McGrath is superintendent of the Senate Radio Gallery.

To make sure that radio newsmen covering the Democratic Convention opening in Philadelphia today will know which McGrath is which, Francis W. Tully Jr. of the Yankee Network, who is a member of the Radio Correspondents Assn. executive committee, got the two together and pinned on their lapels huge circular identification tags.

Both McGraths are good-natured Irishmen, and the radio gallery superintendent is not at all perturbed that most of his mail has been going to the office of the Rhode Island senator, who is also chairman of the Democratic National Committee. Nor is the senator surprised when he is addressed as D. Harold McGrath instead of J. Howard McGrath by commentators who have worked with the radio gallery chief. If Mr. Tully's efforts succeed there may be less confusion in properly identifying the two men.

* * *

Mr. Tully attaches man-sized identification labels to the lapels of Rhode Island's Senator McGrath (l) and D. Harold McGrath, superintendent of the Senate radio gallery.

GENERAL FILM LIBRARY IS PURCHASED BY ZIV

FREDERIC W. ZIV Co., New York producer of transcribed programs, announced last week it has bought the General Film Library of California for $100,000, boosting to four the number of film libraries it now owns.

The acquisition adds 3,500,000 feet of film to the current 10,000,000 feet of film footage, with the new portion including stock shots, production shorts, etc. Other film libraries owned by Ziv are Miles, Kinogram and Forster libraries.

In line with the firm's expansion of its television sections, the department's headquarters have been moved to 630 9th ave., New York from 146th St.

RETAILER AID

NAB Booklet Covers Use of Radio

SHOWING how retailers are learning to use radio, the NAB Dept. of Broadcast Advertising last week published a 123-page book titled *Operation Traffic Flow.*

Entries in the second annual retail radio contest for member stores of National Retail Dry Goods Assn., provide basis for the book, which describes case histories showing how individual stores are using radio to meet specific advertising problems, according to Hugh M. P. Higgins, of the NAB department.

Retail campaigns are divided into types beamed at particular audiences. Objectives are described, along with format and copy approach, and concluding with results. Outstanding examples of how broadcasts sold merchandise are described by advertising and promotion executives of the stores.

Mr. Higgins points out that "more and more retailers are using radio advertising. In 1947 they spent $136,000,000 in radio, an all-time high. The year marked the first time in 20 years that local retail advertising produced a larger gross business for broadcasters than network revenue."

White Summarizes Values

Summarizing radio's sales qualifications, W. T. White, sales manager of Wieboldt Stores Inc., Chicago, nationally known retail executive and one of 12 top winners in the NRDGA contest last winter, declared:

"If we were to summarize to some extent what radio can do and what it is doing today after an analysis of a lot of programs around the country, we might list the accomplishments along this line.

"No. 1, we might say that radio helps to build a greater overall umbrella of acceptance, especially of fashion acceptance, for the store. It is a powerful public relations medium.

"No. 2, we might say that radio helps to make direct selling messages in printed media more believable. You get a greater 'yes, yes' response when you go to drive for business, by right of having a confirmation factor of radio in your program.

"No. 3, through voice, radio lends more authority to the selling message. It gains more emphasis through conversation than perhaps the printed word.

Elevates Buyers Importance

"No. 4, radio furnishes the opportunity to make store buyers more important in the eyes of the customers, because they can be used for personal interviews many times. And I cannot help but mention that it does help your buyers in relation to vendors.

"No. 5, radio sells the store as a friendly neighborly place in which to shop.

"No. 6, radio can produce direct results on items or ideas of merchandise when the items or ideas are timely, are priced right, and are supported with sufficient depth of stock. I should like to underscore that about five times.

"Finally, a store's organization as a whole—the top management, the merchandise end of the business, the sellers—should be let in on the importance of your program, the purpose of your program. It should also know exactly the importance of planning it properly, and I mean long range as well as close to the gun, and also the importance of getting ready for it when it happens in the sense of important displays, informative selling signs, and of course being enthused and aroused about the merchandise that is on the program. Too frequently, radio is looked at as a thing apart, something that somebody upstairs in the corner of the building is fooling around with; it is an escape for somebody's long hair some place.

"I cannot help but emphasize that radio has arrived at the point where it is a medium that we have to look at the same as any other accepted medium; that we can use it to sell directly items or ideas of merchandise as well as let us say, the grand, good features of our store as a whole.

"In two years we are well on the way to achieving many of the ideals set for these aims and ambitions. From the point of view of improving our fashion acceptance in Chicagoland, we are pleased to report that we have made great headway during the life of this *Melody Lane* radio show in the fashion departments represented."

Blow for a Landing

THE UNFATHOMABLE minds of radio engineers often produce strange brain children. Latest electronic wonder to come forth is the invention of Vernon L. Mallory, former WFAA Dallas engineer, now with Continental Electronics Co., Dallas. He has invented a device now under Civil Aeronautics Administration study whereby a pilot can blow a whistle into a microphone on his plane and turn on landing lights at an airfield below.

STATION SALES

KFNF, WEEK Deals Approved

STATION SALES totaling almost $300,000 and changing the control of six AM or FM operations were given FCC approval last Wednesday.

The transactions included the $120,000 sale of KFNF Shenandoah, Iowa to a group headed by C. J. Abbott, banker, and the acquisition of full ownership of WEEK Peoria, Ill., by former Oklahoma Gov. Robert S. Kerr and associates, who already had a 50% interest.

Other stations affected by the transfer approvals were KORC Mineral Wells, Tex.; WLAU Laurel, Miss.; WLOB (FM) Claremont, N. H.; and WLCX LaCrosse, Wis. In addition, FCC approved the assignment of licenses of WJLS and WJLS-FM Beckley, W. Va. and WKNA and WKNA-FM Charleston, and transfer of control of WKWK and WKWK-FM Wheeling, from Joe L. Smith Jr. to a corporation, Joe L. Smith Jr. Inc.

Approval of the WEEK transfer—involving the Kerr group's purchase of the half interest held by E. K. Gaylord and his Oklahoma Publishing Co. associates for $37,500 plus half of net quick assets—came almost simultaneously with the Oklahoma Democratic primary election in which the former governor led the field in the Senatorial nomination race.

The sales given approval were as follows:

KFNF Shenandoah (920 kc, 1 kw day, 500 w night)—John Nicholson and Elbert A. Reed, principal owners, sell for $120,000 to Capital Broadcasting Co., composed largely of Nebraska business and professional men and headed by C. J. Abbott, who with Ethel Abbott will have control (25.1 and 25%, respectively). Hugh Feltis, BMB president, and Margaret Feltis have 6.2% each. C. Earl Williams, former KFAB Omaha manager, has 12.5% and will manage the station. Mark W. Bulloch KFAB chief engineer, and William Dietz, formerly with KFAB, also have 12.5% each. The sales agreement includes contracts by which Henry Field Seed Co., owned by Messrs. Nicholson and Reed, will have one hour of time on the station daily, Monday through Saturday, at $833.33 per month, and will lease space to the station for $166.67 per month.

KORC Mineral Wells (1140 kc, 25 w, day)—Alfred Achilles Corcanges selling 100% interest to Raymond W River, formerly in the funeral business at Clovis, N. M., and Herman S. Boles sales manager of KICA Clovis, for $45,000. Mr. River will have two-third interest in the station and will be general manager, while Mr. Boles will have one-third and be program director, chief announcer and sales manager.

WEEK Peoria (1350 kc, 1 kw)—The E. K. Gaylord group, all identified with the Oklahoma Publishing Co., (WKY Oklahoma City, KLZ Denver, KVOR Colorado Springs, the "Daily Oklahoman," "Oklahoma City Times," and "Farmer-Stockman"), is withdrawing from the station and is selling its combined half interest to former Gov. Robert S. Kerr and associates, who

(Continued on page 72)

PHILLY COVERAGE

(Also see story, page 21)

BY THE PAST WEEKEND, more than 1,100 broadcasters had converged on Philadelphia to cover proceedings of the Democratic National Convention—approximately 300 more than attended the Republican gathering in June.

Many requests from stations came in late, particularly from Southern independents, according to Kenneth D. Fry, radio and television director for the Democratic National Convention. One station in Pennsylvania, however, applied for accreditation as late as Wednesday, and Mr. Fry said that every effort would be made to give its representatives a place on the floor if not in the seats set aside for radio reporters.

Programs on the Democratic Convention preliminaries, however, have been aired from the Quaker City all week, on preconvention matters such as arrangements, platform and the like. Broadcasters admitted that such preconvention broadcasts were more difficult to make lively than during the GOP preliminaries because of the lack of contenders for the nomination and the lack of big names among the very early arrivals. Some relief was felt when J. Howard McGrath, Democratic National Chairman arrived in Philadelphia Wednesday, becoming fair game for program men beating the palms around the Bellevue-Stratford for a subject.

Duplicate GOP Coverage

There could be no doubt that radio would make every effort to give the Democrats the same kind of coverage that the Republicans got in June, although Democrats freely admitted that broadcasters might have a more difficult job because of the lack of the numerous fights that enlivened early GOP programs. Typical, however, of the attempt of broadcasters to give the two parties equal coverage could be found in the attitude of KYW Philadelphia, which decided to devote the same space to the Democrats in publicity releases that it did to the Republicans.

Several stations and the networks, with the recent Republican experience behind them, will be able to render better service.

Although many such plans were not being announced in advance, WFIL-TV Philadelphia did make public its plan to open a television make-up and rehearsal room for candidates, big-names and others intending to face the barrage of television and movie cameras either at the Bellevue-Stratford Hotel or at Convention Hall. Hal King, a Max Factor make-up specialist from Hollywood, was flown to Philadelphia to take charge of this operation. NBC also was doing something similar, bringing in Joe Trehy to make sure that subjects before its cameras could be shown as telegenically as possible.

WFIL-TV decided to set up its make-up and rehearsal rooms as a special public service after station executives noticed "five o'clock shadow" and other untelegenic aspects of video subjects during the Republican Convention. The station took rooms in the Bellevue-Stratford, invited Max Factor Inc., of Hollywood, to participate, and began installing equipment for the test rooms.

Subjects made up by Mr. King will actually become television subjects immediately. Their images will be studied on video receivers set up by RCA in an adjoining room, so that the results of the make-up can be determined and adjusted if necessary. These make-up tests will be carried to the video receivers by cable and will not be telecast to the television audience. At the same time, tape recorders will record the audio technique of the speaker, and adjustments there can be made and criticism offered on the basis of examples taken from the recording.

It is believed that these facilities will ease appearance of national figures before the TV cameras and will provide the video neophyte with a valuable "ice-breaking" experience—in addition to making subjects using the service more telegenic.

It also is expected that more newspaper headquarters will be using radio and television to follow the proceedings. Word spread rapidly among newspapermen during the GOP Convention that video was a valuable tool to the writer who had to leave the hall. In addition, radio scored beats of its own which were being lost to newspapers or services not monitoring the air-waves. The *New York Times*, for example, will now be among papers to set up a video receiver in its Philadelphia headquarters, according to William G. Weart, *Times* Philadelphia representative.

Philadelphia stations again will find themselves as funnels through which will pass the radio outpourings to networks and stations around the country. KYW will again turn its master control over to NBC for programs originated in Philadelphia. WCAU and WCAU-TV have big programs for originating and feeding to CBS. WIP engineers will again carry MBS' roster of big-name commentators through specially installed equipment, as during the GOP Convention. Similarly, other stations will, with some variations, follow the pattern they set during the GOP gathering.

Reports from individual stations and regional networks preparing their coverage plans were as follows:

Connecticut State Network

Coverage of the activities of delegates from Connecticut will be brought to listeners in that state by the seven-station Connecticut State Network. The network, which performed a similar public service during the Republican Convention, includes: WTHT Hartford, WATR Waterbury, WNLC New London, WSTC Stamford, WNHC New Haven, WTOR Torrington and WNAB Bridgeport.

Rural Radio Network (FM)

Rural Radio Network will tailor its coverage to fit its regular news programs. In charge of the coverage will be Whitney Tharin, chief of the Washington bureau of Agricultural News Service. Each newcast will carry a pickup from Philadelphia, but there will be no break-ins. Emphasis will be on bringing delegates from the farm areas to the microphone and on evaluating and interpreting the farm angles and slants of the various candidates.

KIRO Seattle; KHQ Spokane

Through arrangements made by officials of KIRO (CBS) Seattle and KHQ (NBC) Spokane, 15-

(Continued on page 72)

Final Plans Readied

MBS COMMENTATORS and special events broadcasters get instructions for coverage of the Democratic National Convention starting today, as "quarterback" A. A. Schechter, MBS vice president, calls final signals in pre-convention huddle. Around Mr. Schechter (l to r) are Les Nichols, Bill Burns (kneeling), Bob Woods, Al Helfer, Bill Hillman, Jack Paige, William L. Shirer, Cecil Brown, Cedric Foster, Robert Hurleigh and Albert Warner.

DEMO SEATS

463 Represent Radio

A TOTAL of 463 radio newsmen and women have been accredited to represent the national and regional networks, AM and FM independents, radio news services, BBC and the State Department's "Voice of America" department and television networks during the Democratic National Convention opening today (July 12) in Philadelphia.

Assignment of seats, studios and accreditation of radio newsmen and women for the Convention was announced last Thursday by the Executive Committee of the Radio Correspondents' Assn. in Washington, D. C.

Prior to the Republican National Convention approximately 400 had been accredited for coverage of the political event [BROADCASTING, June 14].

Members of the Executive Committee of the Radio Correspondents' Assn. are Albert L. Warner, MBS, chairman; Elmer Davis, ABC, vice chairman; William McAndrew, NBC, secretary; Francis W. Tully, Washington Reporters Inc., treasurer; Gil Kingsbury, WLW Cincinnati, WINS New York, chairman of the Facilities Committee; Howard L. Kany, AP Radio, and Bill Henry, MBS, chairman of the Convention Committee.

D. Harold McGrath and Robert M. Menaugh, superintendents of the Senate and House Radio Galleries, respectively, will be in charge of facilities at the Convention. They will be quartered in the Bellevue-Stratford Hotel.

Accredited by the Executive Committee of the Radio Correspondents' Assn. for the Democratic National

(Continued on page 74)

Silver Show Drive Aided by Networks

ACTIVE network promotion of the NAB Silver Shower campaign to raise funds for German school radio sets got under way last week as the drive gathered momentum.

Plans for an event of "extravaganza" proportions were in the making late last week to speed the flow of funds to stations.

Listeners in all communities are being urged to dig into their pockets and send what change they have to their stations. Theme of the broadcasters' campaign, requested by American occupation authorities and approved by the NAB board, is, "A shower of silver now may prevent a hail of lead later."

Assistant Secretary of State Charles E. Saltzman supported the drive in a letter sent to NAB last week. He said the project "will provide effective means to meet a very real need and should contribute significantly to the realization of our objectives in Germany and Austria, as well as increased American understanding of the nature and importance of our occupation responsibilities in this field."

Clay from Germany

Speaking from Germany over MBS, Gen. Lucius D. Clay, commander of American forces in Europe, stressed the vital need for expanding every possible effort in making known to the youth of Germany and Austria the true role of the United States in world affairs. He pointed out "that other countries are getting their message across in the schoolroom" of Germany and Austria, but that "our side of the story" is not being told because the schools in the American zone are not equipped with radio receivers.

NAB President Justin Miller reminded that "the people of Middle Europe are thoroughly confused because they have been subjected to a cleverly planned siege of propaganda—insidious propaganda, designed to make them believe that their salvation lies in obeying the master-minds of Communism."

He observed that America could not expect any other country to tell the youth of Germany and Austria about our efforts in their behalf, adding, "We must offset the inaccuracies—the lies—which are being spread, constantly, concerning the United States."

KDYL Names Miller

RALPH MILLER has been named director of national radio sales for KDYL Salt Lake City, it was announced last week by S. S. Fox, president and general manager of The Intermountain Broadcasting Corp. Mr. Miller succeeds George A. Provol, who becomes administrative assistant to Mr. Fox. Mr. Miller for six years was sales manager for WKY Oklahoma City, and prior to that for 14 years was advertising manager of the *Farmer-Stockman*, Oklahoma City.

First 15 Pacific Evening Hoopers Based on June Report

Program	No. of Checking Points	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Walter Winchell† (two months)	6	Andrew Jergens (Orr & Assoc.)	27.1	16.5	+10.6	2
Jack Benny†	6	American Tobacco (BBDO)	25.8	---	---	---
Take It or Leave It	6	Eversharp (Biow)	16.8	6.3	+10.5	71
Radio Theatre	6	Lever (JWT)	16.6	21.5	— 4.9	1
My Friend Irma (indicative only)	6	Lever (Y&R)	16.6	---	---	---
Mr. District Attorney	6	Bristol-Myers (DC&S)	14.1	11.9	+ 2.2	17
Aldrich Family	6	General Foods (Y&R)	14.0	11.0	+ 3.0	20
Horace Heidt	6	Philip Morris (Biow)	13.8	---	---	---
Screen Guild	6	R. J. Reynolds (Esty)	13.5	12.8	+ 0.7	12
Life of Riley	6	Procter & Gamble (B&B)	13.3	10.6	+ 2.7	21
Eddie Cantor	5	Pabst (Warw. & Leg.)	13.3	12.2	+ 1.1	13
Dennis Day	6	Colgate-Palmolive-Peet (Bates)	13.1	14.5	— 1.4	5
Big Story	6	American Cig. & Cigar (SSC&B)	13.0	5.2	+ 7.8	90
Godfrey's Talent Scouts	6	T. J. Lipton-Lever (Y&R)	12.9	---	---	---
Adv. of Sam Spade	6	Wildroot (BBDO)	12.7	11.6	+ 1.1	19

† Includes first and second broadcasts

FARM LISTENING

Survey Covers 3,000 In Indiana

INDIANA's farmers like radio with their meals—except during supper, a Purdue U. survey discloses.

Questionnaires sent to 3,000 Hoosier agriculturists reveal that during summer only 10% listen to the radio from 5 to 5:30 a.m., but with the call to breakfast 28% tune in. From 9 to 11:30, none of the farmers polled find time for radio, but by noon more than 51% have switched on their sets.

A lull between 2 and 6 p.m. is followed by a gradual return to listening ranging from 10% at 6 to 18% at 7:30 p.m. Not until 8 o'clock is the evening peak reached, when 22% gather 'round. An hour later finds only 5% listening.

During winter, the breakfast peak lasts an hour and a half, as compared with a half-hour in summer, but the noon period remains about the same. Evening listening, however, reaches a high at 7 instead of at 8 o'clock.

Harold J. Schmitz, farm editor of WBAA Lafayette, the university's AM station, made the study by asking each of the state's county agents to send in 50 names picked at random from their mailing lists. Fifty-five agents sent in 2,987 names. The remaining 13 were selected from mail received at the university from farmers.

The report termed market information "one of the most important items in farm broadcasting." Over half or 53% of the farmers said they wanted market news in detail at noon, followed by a brief summary. Eighty-two percent asked for an evening market report, and preferred that it be given at 7 o'clock. As to length of reports, 51% specified 5 minutes, 37% 10, and 11% 15 minutes.

International Tele - Film Slates Kieran TV Series

INTERNATIONAL Tele-film Co., New York whose aim, officials declare, is both to inform and entertain, has signed John Kieran for a series of 78 television programs. Mr. Kieran, star of *Information Please*, is to be featured in *Kieran's Kaleidoscope*, which will be sold in each market on an exclusive basis.

The firm also has signed Budd Schulberg, author of *What Makes Sammy Run* and *The Harder They Fall*, to write and direct a sports series featuring Ray Arcel, trainer of boxing champions.

Paul Moss is president of International Tele-film. He is a former Broadway producer, and previously was with CBS as a producer.

EDMUND CHESTER (second from l), former director of shortwave broadcasting and Latin American affairs for CBS, and newly appointed to the post of CBS director of news, special events and sports for the CBS television network, gets ready to help cover the Democratic Convention in Philadelphia. With him (l to r) are: Davidson Taylor, CBS vice president and director of public affairs, Robert Bendick, CBS television special events director, and Wells Church, CBS director of news broadcasts.

Listening Altered By Summer Hiatus

RADIO LISTENING during evening hours decreased generally in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the latest report by Pulse Inc. A considerable change in the listing of top 10 shows resulted from the summer hiatus taken by *Charlie McCarthy*, *Fitch Bandwagon* and *Amos 'n' Andy*.

The report follows:

Top 10 Evening & Daytime Shows Highest ¼ Hour Rating

Evening

Lux Radio Theatre	28.
Jack Benny	22.
Walter Winchell	18.
Fibber McGee-Molly	17.
Talent Scouts	17.
Fred Allen	17.
Bob Hope	17.
Mr. District Attorney	17.
My Friend Irma	16.
Kraft Music Hall	16.

Daytime—5 a Week

Arthur Godfrey	9.
Breakfast Club	8.
Rosemary	8.
Big Sister	7.
Ma Perkins	7.
Helen Trent	7.
Our Gal Sunday	7.
Guiding Light	7.
Aunt Jenny	7.
Wendy Warren	6.

Saturday & Sunday Daytime

Theatre of Today	7.
Stars Over Hollywood	7.
Let's Pretend	7.
Junior Miss	6.
Grand Central Station	6.
One Man's Family	5.
County Fair	5.
Counterspy	5.
Sheaffer Parade	5.
Archie Andrews	5.

GILLETTE HAS VIDEO AT ALL-STAR CONTEST

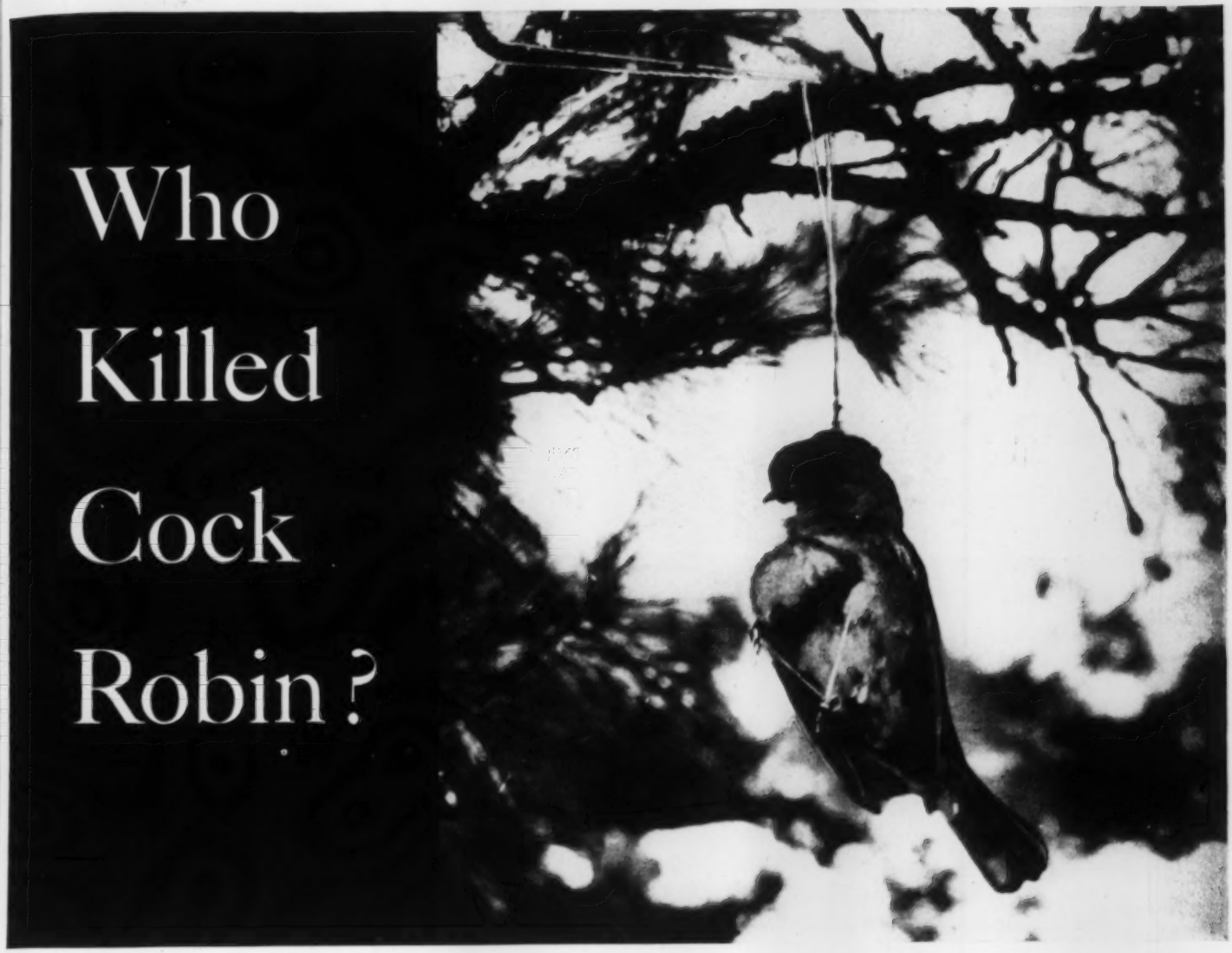
TELEVISION rights to the 15th Annual All-Star Baseball Game July 13 have been granted to the Mutual Broadcasting System and the Gillette Safety Razor Co. Announcement of the rights, first to be granted for the baseball classic was made last Wednesday by Baseball Commissioner A. B. Chandler and Joseph P. Spang Jr., president of Gillette.

Mutual, which already enjoys broadcasts rights, has passed the TV coverage along to KSD-TV St. Louis which will televise the game in that city. The network has no TV affiliate there. Amount paid by MBS for video privileges was not revealed by the commissioner of the network.

Broadcast will be carried on the coast-to-coast MBS hookup and Canadian stations at 2:15 p.m. EDT, with Mel Allen and Jim Britt handling the description. Game, which also will be beamed overseas by Armed Forces Radio Service, is presented regularly as part of Gillette's "Calvacade of Sports" series.

Bond Bread Campaign

GENERAL Baking (Bond Bread), New York, on July 6 and 7 started a spot announcement campaign on 25 stations in 16 cities. Announcements will be carried from five to ten times weekly on each station. Contracts for 13 weeks were placed by BBDO, New York.



Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed his troubles.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure there are some larger stations in town. But in this rich market—6th largest in the U. S. —W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!

W·I·T·H
AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

Bu

Howdy Doody pulls the strings

NBC's small television star owes his winning personality to the alter ego voice of Bob Smith, and to eleven strings. But Howdy Doody can pull strings himself. About 60,000 for example—at last count of requests for his presidential campaign button. And 20,468 requests followed the first announcement of the button, with only five additional announcements made in the next ten days.

The Research Director says that a telephone coincidental survey, conducted by NBC in the New York area on the last day of the offer, gave the program a rating of 31. Of an estimated 214,800 sets covered by the NBC Television Network, 31% or 66,588 sets were tuned in. He interprets this to indicate nearly one request for each set . . . and a 33% return for the first announcement.

The Sales Manager says it's television's greatest success story— the most forceful demonstration to date of television's drawing power. Bob Smith says he has a headache; he'd only ordered 5,000 buttons.

Howdy Doody says shucks.

The Research Director's wife doesn't interpret figures. To her, Howdy Doody keeps the children glued to the set Tuesdays, Thursdays, and Saturdays from 5 to 6— and that's wonderful. She just says she'll be more than happy to buy any product or service a sponsor of Howdy suggests to the youngsters. So will a lot of other grateful parents of enthusiastic children.

America's No. 1 Television Network

NATIONAL BROADCASTING COMPANY

NBC Television

RICHARDS AGENCY

New Firm Keeps Old Accounts

SEVERAL longtime radio and television advertisers will continue to be handled by the newly-named Fletcher D. Richards Agency—formerly Campbell-Ewald Co. of New York.

The Fletcher D. Richards agency handles the U. S. Rubber Co., sponsors of the *At Liberty Club* which started last July 8, Thursdays, 8-8:15 p.m. on WNBT New York, NBC video station. The U. S. Rubber Co. formerly sponsored a show on the same station on Fridays. The three other radio accounts, all currently using spot announcements are Eastern Airlines, Rockwood & Co., (chocolate manufacturers) and Durham-Ender Razor Corp.

The Fletcher D. Richards agency succeeded the Campbell-Ewald Co. of New York, a separate corporation from Campbell-Ewald Co., Detroit, although closely affiliated with it through some common executives. The Richards agency's overall billing is estimated at $7,000,000.

Mr. Richards, who was president of Campbell-Ewald Co. of New York since its formation, is chairman of the board of the new agency bearing his name. He will also continue as president of the firm. Other members of the agency's board are Bradley A. Walker, Willis E. Blodgett, E. A. Elliott and Duane W. Beurmann. Officers are: Mr. Walker, Mr. Blodgett, Mr. Elliott, W. A. McNabb, Radcliffe Romeyn and John S. Davidson, all vice presidents and Duane W. Beurmann, secretary and treasurer.

The Campbell-Ewald Co., Detroit, has opened New York offices located at 1 East 57th St. The newly opened New York office will handle half-million dollar television billing of its Chevrolet Dealers Assn. account. The dealers are currently sponsoring racing events on WCBS-TV New York, CBS station, and a news program on WABD New York, the DuMont TV station. In addition the firm is planning to sponsor a dramatic television show this fall.

The C-E Co. will handle the Hyatt Bearings Division of General Motors, The Dry Dock Savings Institution and the Bicycle Institute of America, all formerly handled by the Campbell-Ewald Co.

Winslow H. Case, vice president in charge of television and radio is head of the C-E Co.'s newly-opened New York offices. Lynn B. Dudley, formerly vice president with C-E Co. of New York, joins the C-E office in a similar capacity. The New York staff numbers approximately 15 persons and is expected to expand shortly.

The recent developments involving change of name and separation of agencies were the results of an agreement between Henry T. Ewald, chairman of the board of Campbell-Ewald Co., Detroit, and Mr. Richards, chairman and president of the new Fletcher D. Richards Co., and were made by prearrangement with the clients of both agencies.

HERALDING the scheduled start of KLAC-TV Hollywood in September (BROADCASTING, July 5) with inspection of one of station's cameras are (l to r): Don Fedderson, KLAC vice president and general manager; Paul Schulz, chief engineer, Fred Henry, program director.

*Remembrance Advertising**

We like this motto—

But

We'll much prefer to make an adaptation.

We'd like to say:

REMEMBRANCE ADVERTISING—WITH ACTION

WHHM advertising is remembered and most of all —it's acted upon.

How do we know? By the merry ringing of cash register bells when a **WHHM** advertising campaign is soundly planned and merchandised.

Local, regional and national advertisers—a smooth vehicle on the paved road to sales is yours when you use the station that delivers:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

The Sales Road of the Air

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

Check for availabilities now for fall schedules

*** Pretty girls are just part of the Brown & Bigelow line**

RIO GRANDE FLOOD

Special Programs Carried By KPAB

FLOOD WARNINGS, broadcast by KPAB Laredo, Tex., are credited by the station with saving lives and large investments when heavy rains fell on Rio Grande watershed last month. When U. S. Weather Bureau and Water Boundary Commission issued flood warnings at the time, KPAB aired them immediately and gave repeated warnings to ranchers and other inhabitants of the lower valley to seek higher ground.

Mark Perkins, manager, flew back to Laredo in his own plane from inaugural flight of Trans-Texas Air Lines' new service to assist in emergency. He flew government officials and Paul Weatherbee, KPAB program director, 65 miles up the Rio Grande to watch location of flood crest. As a result of this flight, and government records of other floods, Water Commission was able to predict within ten minutes actual arrival of 45 foot flood crest at Laredo.

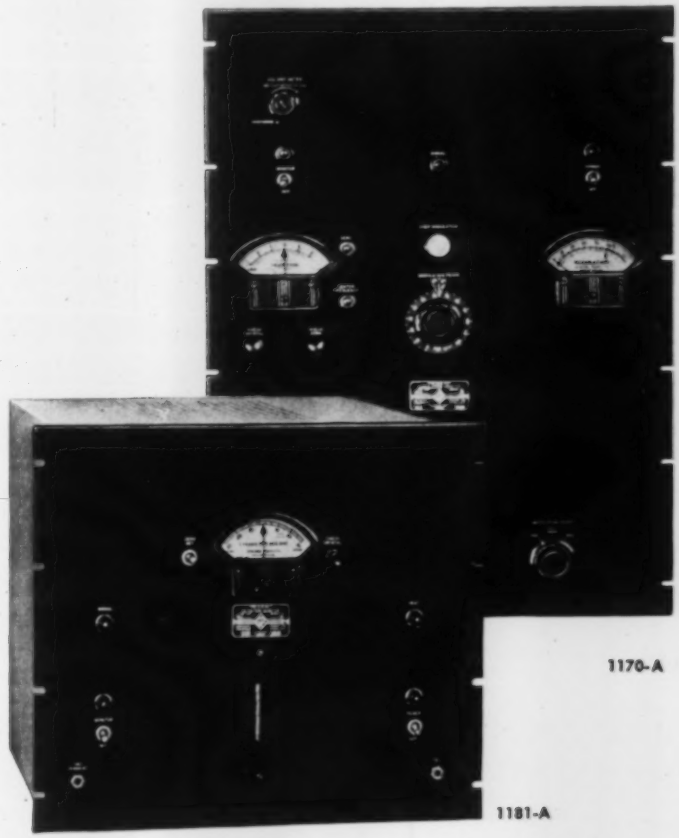
In addition to flood warnings, station reports it also broadcast several remotes on flood damage in the town and two days later aired a round-table discussion of government and city officials as to flood damage and when normal services would be restored.

1931-A

Graybar recommends . . .

GENERAL RADIO

Broadcast Measuring Equipment



1170-A

1181-A

Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage. Complete specifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4881

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

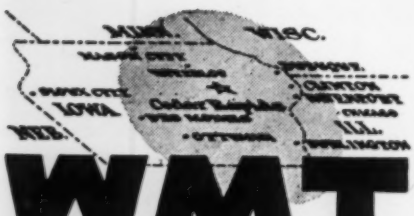
NEW YORK F. C. Sweeney, Watkins 4-3000
BOSTON J. P. Lynch, Kenmore 6-4567
PHILADELPHIA G. I. Jones, Walnut 2-5405
CINCINNATI J. R. Thompson, Main 0600
CHICAGO E. H. Taylor, Canal 4104
MINNEAPOLIS W. G. Pree, Geneva 1621
RICHMOND E. C. Toms, Richmond 2-2833
ATLANTA E. W. Stone, Cypress 1751
JACKSONVILLE W. C. Winfree, Jacksonville 5-6785
ST. LOUIS J. P. Lenkerd, Newstead 4700
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
DALLAS C. C. Ross, Central 6454
CLEVELAND W. S. Rockwell, Cherry 1360
PITTSBURGH R. F. Grossett, Court 4000
DETROIT P. L. Gundy, Temple 1-5500
SAN FRANCISCO B. R. Cole, Market 5131
LOS ANGELES R. B. Thompson, Trinity 3321
SEATTLE D. I. Craig, Main 4635

There are no "Bums" in BROOKLYN (IOWA)

. . . but most of its population (1406, including the new schoolteacher) teams up to play ball with WMT for good radio listening! Like a thousand other communities, Brooklyn listens to WMT *more than* any *other Eastern Iowa Station.*

WMTland's twin markets—rural and urban—deliver the highest per capita income audience in the U.S.A. Last year Iowans garnered close to $2 billions from farming—and nearly as much from manufacturing.

Reach *both* these potent markets on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Radio Plank

(*Continued from page 21*)

appear before the committee, the matter probably would not have been considered by it until Saturday or yesterday.

Sen. Myers emphasized, however, that even if no witness appeared for or against such a plank, the subject would be given the same attention as matters for which witnesses appeared.

"Submission of a communication in writing to us," he said "is all we need to make the subject matter a topic for consideration."

This was reassurance to broadcasters, many of whom felt that lack of witnesses and other pressure before the GOP platform makers resulted in the failure to have their cause given expression in a 1948 plank.

Truman Backs Parity

A statement of Sen. Myers on the opening of hearings on platform suggestions also provided further reassurance that if a strong radio plank were adopted by the subcommittee it would remain in, for he asserted that he thought President Truman should be consulted before the platform is submitted to the Convention.

In a letter to BROADCASTING, sent July 3, 1945, President Truman committed himself to freedom of radio on parity with the press as follows:

> **"Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."**

In addition to the stand of the President, however, a freedom of radio plank would be given most careful consideration, observers believed, for no other reason than that the Republicans failed to incorporate such a plank in their platform.

Democrats Will Act

It became apparent to observers sitting in at sessions of the subcommittee that the Democrats intended to capitalize on many points where the Republicans had failed to act, either in Congress or in platform drafting. Witnesses appearing before the subcommittee on other matters were interrogated frequently on what the Congress or the Republican platform drafts had done on the same subjects. Such interrogations came not only from Sen. Myers but also from almost every member of the subcommittee.

Members of this subcommittee, which had the fate of the radio plank in their hands, were:

Former Gov. Chauncy Sparks, Ala.; Mrs. Esther Murray, Calif.; Sen. Scott Lucas, Ill.; former Sen. Prentiss Brown, Mich.; Mayor Hubert H. Humphrey Jr., Minneapolis; Rep. Mike Mansfield, Mont.; William Ritchie, Neb.; Rep. Emanuel Celler, N. Y.; Sen. Clyde R. Hoey, N. C.; Rep. Michael J. Kirwan, Ohio; George D. Key, Okla.; Sen. Theodore F. Green, R. I.; former Gov. Dan Moody, Tex.; former Sen. Hugh B. Mitchell, Wash.; Phillip S. Pearlman, Md.

CUP which they won in an international contest "for most effectively advertising and merchandising all Philco products" is proudly displayed by Alvin Q. Ehrlich, vice president of Kal, Ehrlich and Merrick, advertising agency in Washington, D. C.; Joseph Zamoiski, vice president in charge of television, and Saul Greber, vice president and general manager of the Joseph M. Zamoiski Co., Columbia Wholesalers Division. Entered in competition were agencies retained by Philco distributors in the U. S., Mexico and Canada. James B. Carmine, vice president of Philco Corp., awarded the trophy.

DEMOCRACY JINGLES

Used on July 4 by Three N. Y. Advertisers

THREE New York retail radio advertisers once again on July 4 replaced their regular commercials with the democracy jingles "Little Songs on Big Subjects," originated by WNEW New York, as a public service. The singing democracy commercials, actually the Bill of Rights set to music, are presented on holidays such as Memorial Day, Thanksgiving and Christmas.

The retailers, Barney's Clothes Inc., National Shoes Inc. and the Canadian Fur Corp., all handled by Emil Mogul Co., are the first to use the jingles to substitute on their commercial spots and programs. On July 4 all commercial copy for these firms was replaced with jingles promoting democracy.

The "Little Songs on Big Subjects" were conceived by Ted Cott, vice president and program director of WNEW New York. The advertisers took up the idea shortly after its conception and it is now an integral part of the radio advertising campaign of Emil Mogul agency's national as well as local retail accounts.

The jingles are written by Hy Zaret and Lou Singer. They have been cited by the National Conference of Christians and Jews and the New York Radio Critics Circle.

HOTEL NEW YORKER, New York, has announced installation of television sets in 100 hotel rooms with more than 50 rooms wired for "roaming" sets. Rental fee of $3 a day for television is required. Set aso carries FM and AM. AM radio service is free to all rooms. More sets will be installed as equipment becomes available.

A Sea of Grass and a Voice

KVOO

Yes, there's a 'sea of grass' reaching from Tulsa to the Kansas line and every year this famed Osage pastureland fattens thousands of feeder cattle from all over the nation. Serving this sea of grass with its busy and prosperous towns is the Voice of Oklahoma, Oklahoma's Greatest Station. Osage cattle ranches are big business and KVOO's Farm Department plays an important part in helping assure their most profitable operation through the dissemination of wanted information. We're 'home folks' with Osage cattlemen and proud of it!

P. S. In case you hadn't noticed, beef is bringing a good price these days. There'll be a lot of new money in the Osage-KVOO market this year.

1. View of part of 1947 Osage Cattlemen's Association Ranch Tour cavalcade.
2. Sam Schnieder, KVOO Farm Editor
3. Barbecue scene on Ranch Tour

RADIO STATION KVOO

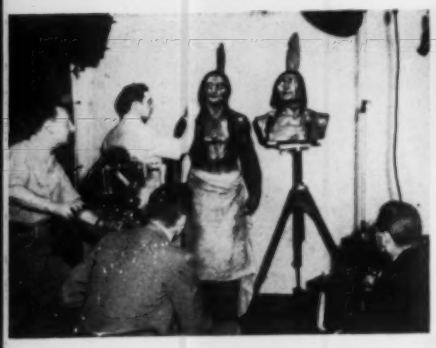
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Radiorama

THE CORN IS RIPE early this season—due to the spring rains. So BROADCASTING harvests its 1948 crop, and serves notice of no more planting until next year. Right off the cob are these girls having "fun" during the WCAU-TV Philadelphia's "Lit's Have Fun" series for Lit Bros. store.

NOW THAT THE CROP is harvested, you won't have to look at any more pictures like this, for instance, of Producer Elliot Gover (l) and Announcer Fred Hillegas of WSYR Syracuse heckling "Fiery Felix" during the "X" Out Fire in Syracuse Campaign. Gruesome, isn't it?



NO INDIAN corn this. Preparing a commercial for Shawmut Bank's seven shows on WBZ-TV Boston are (l to r, standing) Joseph Dephoure, camera; Jack Stein, makeup; Rogers model; the Shawmut Indian. Seated, Richard Williams, Shawmut advertising manager; John Barry, v.p.

"NATURE BOY" Jack Day, m.c. of WFBR Baltimore's "Shoppin' Fun" program, somewhat resembling an unshucked ear of Iowa's finest, leaps among the ladies attending the show.

WELL, MAYBE you gotta be a ham to be a good special events director. Here goes Jack Paige, in that capacity, obviously, for Mutual, on his way to Philadelphia for the Convention.

SOME FOWL THING flies into Don Bell's "Don Bell Thing Contest" on KRNT Des Moines (in the Corn State). The rooster was sent in by some old hen that was tired of having him around. He crowed each dawning. (See story, page 18.)

HOW CRAZY can you get? "Crazy" Elmer (Jack Bowyer) of WJHP Jacksonville's "Dixie Barn Dance" seems to have gone about as far as he can go. Or maybe it's the heat that's got Elmer.

"LITTLE GENEVIEVE" of WLS Chicago's "National Barn Dance" gets a 15-pound lollipop from Jack McCarthy, veteran of 45 years with Keystone Steel & Wire Co. Yeah, we think it's silly, too.

APING A GORILLA soon to arrive at the local zoo, Frazier Thomas, m.c. of WLW Cincinnati, doesn't scare WLW's Ruth Lyons and two youthful admirers in the least. Gorilla, named "Susie," is being purchased through funds raised by WLW, the "Enquirer" and RKO.

"SENSELESS" SIMON, otherwise known as Ernie, takes a breather from his zany WJJD Chicago disc jockey show. He broadcasts from his cell, padded with gifts from fans.

LITTLE LIFE left in this NBC-"Life" Convention television team after the tumult and shouting had died and the captains and the kings departed. The Democrats will probably awaken these Sleeping Beauties.

THE TUNE DETECTIVE...Sigmund Spaeth traces song origins, plays musical tricks...Saturdays.

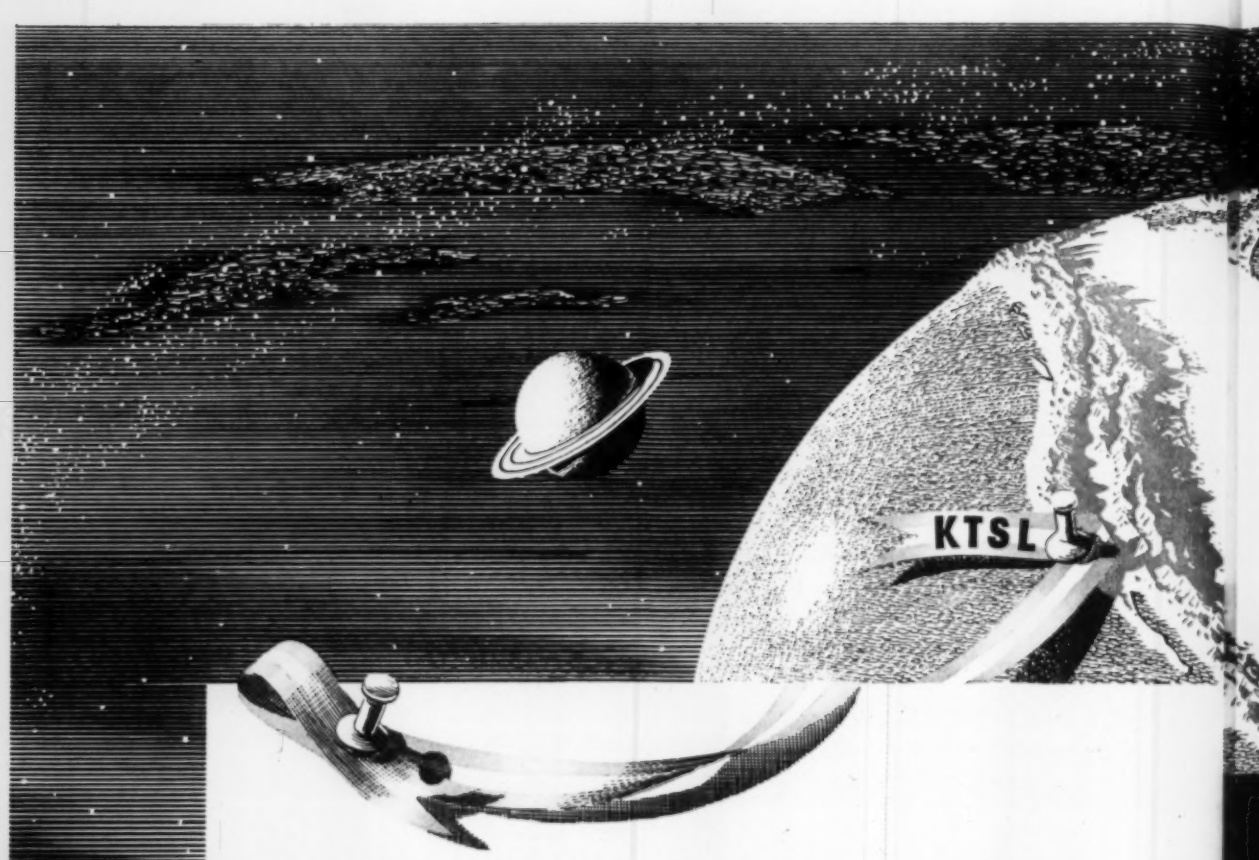
RECORD RENDEZVOUS...variety show, records and recording stars, MC Stan Shaw...three times a week.

TELEVISION CHAPEL...a public service program, choral music, sermons...for all faiths...Sundays.

Takes all kinds...!

For any advertiser who wants to attract a major audience and keep it coming back for more... make conversation and comment among customers... promote prestige, build business and better sales... WPIX presents a wide variety of remote pick-ups and studio productions...children's shows, sports events, pertinent programs for the homemakers, comprehensive news coverage, public service presentations, comedy, drama, movies...offers an unusual opportunity to reach a growing market—well worth the effort now...and from here on in!

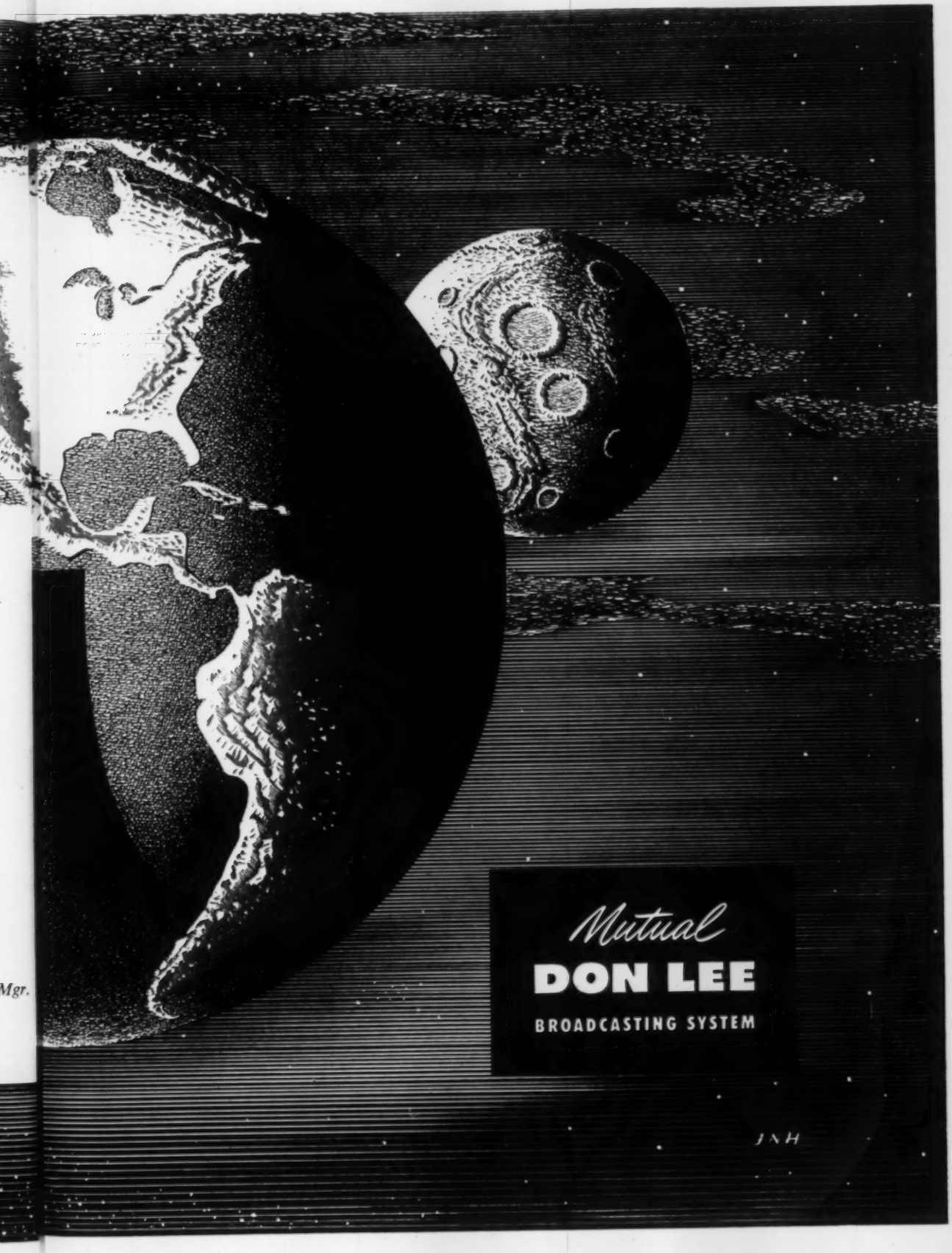
For full facts, production costs, and time rates on currently available programs... just write, wire or phone... WPIX, The News Television Station, 220 East 42nd St., New York 22, New York.



The Don Lee Broadcasting System's
Los Angeles Television Station

KTSL (W6XAO) offers the newest and finest facilities in the world for the televising of your commercial programs and announcements...in the important and rapidly developing Los Angeles market. Detailed information and rates on request. Write or call Sydney Gaynor, General Sales Manager, Don Lee Radio Center, 1313 North Vine Street, Hollywood 28, California.

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*
Represented Nationally by John Blair & Company


Mutual
DON LEE
BROADCASTING SYSTEM
JNH

Video in San Francisco Previewed at Exposition

"T-DAY" in San Francisco, tentatively scheduled for Dec. 1, had a forerunner at the Bay Area Industrial Exposition, which was held in the Civic Auditorium, July 2 to 9. KGO-ABC presented a comprehensive television preview. General Electric Co. air-shipped two camera-chains to San Francisco for the occasion.

KGO, through arrangements made by General Manager Gayle V. Grubb; Chief Engineer "Shorty" Evans and Robert Laws, advertising, promotion and publicity director, televised live programs in a specially built studio.

Television set manufacturers showed sets in operation.

Blue Wright, program director for KGO, scheduled a special series of programs, which originated in the Auditorium for the television presentations.

VA HOSPITALS RADIO SYSTEM

Funds for Installation Needed More Than Bedside Receivers, VA Says Unofficially

FIRMS, private groups and individuals who have been donating bedside radios to patients in veterans' hospitals are advised unofficially by New York representatives of the Veterans Administration that their money could be better spent in helping to set up more intra-hospital "radio" systems.

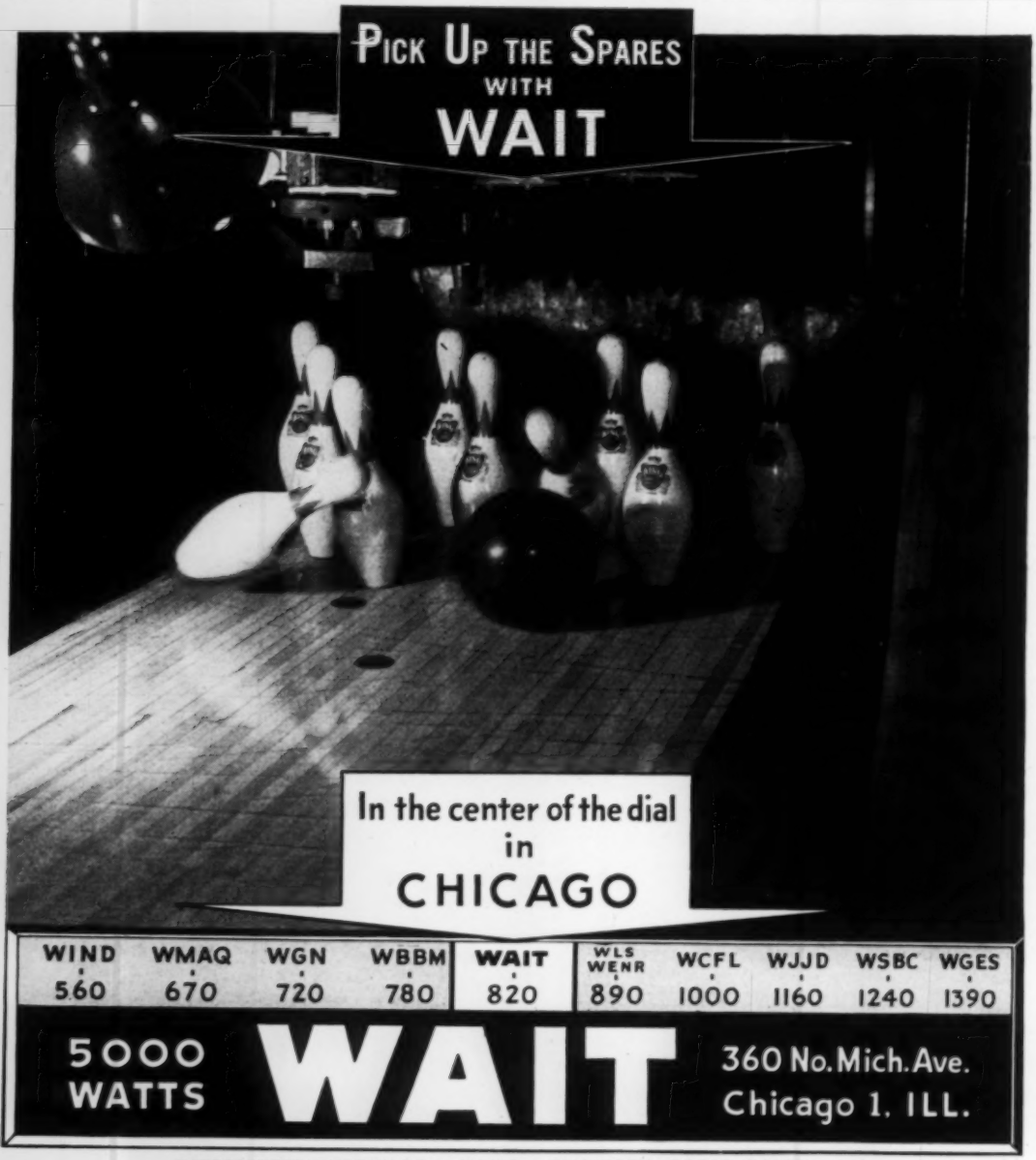
The VA has pointed out that only 45 out of 127 veterans' hospitals in the U. S. caring for about 120,000 veterans of wars dating back to the Spanish-American, are equipped with such devices. In actuality the devices are public-address systems through which programs originating in the hospitals are fed throughout the wards, together with commercial radio pick-ups from one or two fixed channels, into the patients' earphones. Individual loudspeaker receivers would be objectionable in many hospitals, officials said.

At the current rate the remaining veterans' hospitals will be radio-equipped by January 1950, it was indicated. VA entertainment and recreation officials said that funds now being donated for bedside radio could hasten the process by short-cutting government channels.

Importance of radio to hospitalized veterans was emphasized by Michael J. Wardell, in charge of recreation at 10 veterans hospitals in New York State and Puerto Rico. Aside from the morale-building aspect, radio entertainment is particularly helpful in the therapy of patients for whom bed-rest is vital, as in the case of tuberculosis sufferers, Mr. Wardell said.

To co-ordinate and centralize this entertainment program the Veterans Radio Workshop Committee was organized last winter, with Carl Rigrod, Donahue & Coe radio director, as chairman. Other members include Harvey Marlow, WPIX New York program director; Paul Whiteman, ABC musical director; Ted Cott, WNEW New York vice president and program director, and Clayton Collyer, AFRA president.

Newest "affiliate" in the VA hospital radio system was dedicated on Thursday, June 24, at the Castle Point, N. Y., hospital. Most of the systems have been rented from the Radio Receptor Corp., New York, according to the VA. Others were inherited from the Army and Navy.



REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, Inc.

CBC Plans New Toronto, Montreal Radio Centers

UNDER A $10,000,000 expansion program, Canadian Broadcasting Corp. is to have new radio centers at Montreal and Toronto.

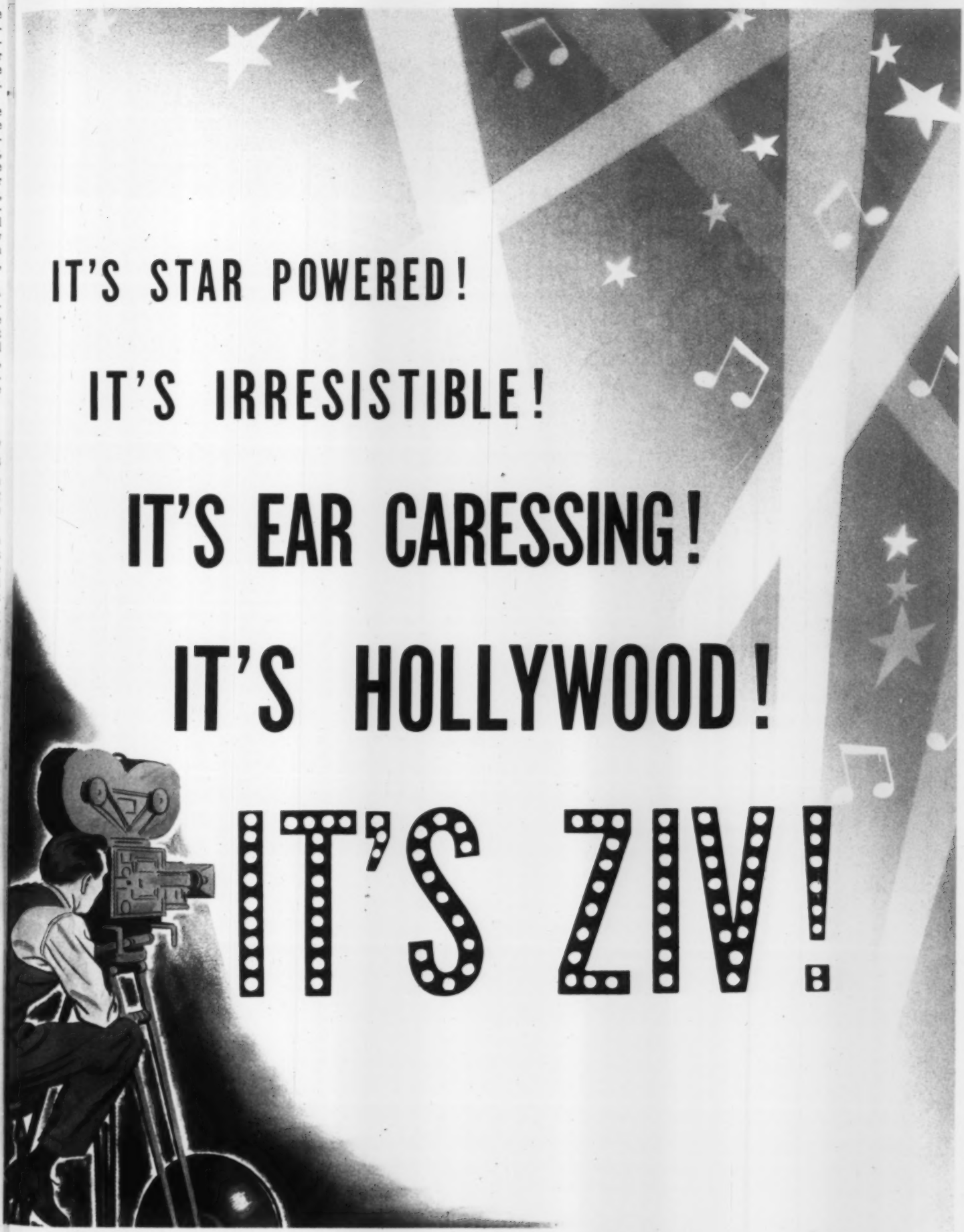
Revenue Minister J. J. McCann has announced at Montreal that the government has bought the Ford Hotel for $2,050,000 and will spend another $1,000,000 to convert it into a radio center for the international shortwave services of the Canadian government and the domestic services of CBC. Building is to be turned over to government on Sept. 15, and shortwave service and CBC are expected to move in about year's end.

At Toronto a radio center is to be built at a date yet to be announced, Revenue Minister McCann reported. At the same time he stated that there will not be a sitting of the Parliamentary Radio Committee this summer, and that international shortwave service is to be extended to Italy, Yugoslavia, Poland, Belgium and Russia in the near future.

Problems to Be Studied By Television Committee

MELVIN L. GOLD, chairman of the newly-organized National Television Film Council, New York, has appointed a production committee to study motion picture film problems in regard to television. Members are Jack Glenn, senior director of *March of Time;* Gene Martel, president, Screen Directors Guild; Joseph Josephson, Jerry Fairbanks Inc.; Nathan Zucker, Sono-Chrome Productions; Fred Rosen, producer, World Video, and Henry Morley, general manager, J. A. Maurer Inc.

Seymour Peyser of the law firm Phillips, Nizer, Benjamin & Krim, has been retained as legal counsel for the organization.


IT'S STAR POWERED!
IT'S IRRESISTIBLE!
IT'S EAR CARESSING!
IT'S HOLLYWOOD!
IT'S ZIV!

ZIV'S
NEW, EXCITINGLY
DIFFERENT
MUSICAL—
VARIETY SHOW

"IT'S SHOWTIME FROM HOLLYWOOD"

WITH A GREAT GALAXY OF STARS . . .

From the opening curtain to the final spotlight, IT'S SHOWTIME FROM HOLLYWOOD sparkles with musical thrills. Starring Freddy Martin... whom The Saturday Evening Post features as "The Man Who Helped Kill Swing"... and a terrific cast of outstanding performers. A colorful, quarter-hour musical-variety show... set to quick-paced tempo... that means pulling power and prestige for sponsors and stations.

STARRING

FREDDY MARTIN

And His

ORCHESTRA

GLENN HUGHES
VOCALS

CLYDE ROGERS
TENOR

THE MARTIN MEN GLEE CLUB

OWEN JAMES
MASTER OF CEREMONIES

The quarter-hour musical-variety show is today's *proved* high-Hooper technique. Look at these ratings:* Chesterfield's "Supper Club" (8.3) — Oxydol's Jack Smith (9.8) — Campbell Soup's "Club 15" (9.1). Let us show you why IT'S SHOWTIME FROM HOLLYWOOD is radio's greatest buy!

*C. E. HOOPER, April 1-7, 1948

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

ONCE AGAIN — "TRANSCRIBED BY ZIV" MEANS:
THE GREATEST IN RADIO SHOWS!

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

I have been reading BROADCASTING for lo' these many years but never expected to find myself in it. I am so confined to one phase of this complex business that I rely heavily on BROADCASTING to tell me what the boys in the back room are doing.

Jack Van Nostrand
Sullivan, Stauffer, Colwell & Bayles Inc.
Hollywood

* * *

Says NAB Muffed It

EDITOR, BROADCASTING:

I was especially interested in your editoral "Radio Won, Radio Lost." It's surprising to me that the NAB, as you state, failed to turn a wheel, and, at the same time I have some doubt as to assuming free radio and television is on a parity with the press, as stated by Sen. Lodge. It looks to me like the NAB passed up an excellent opportunity to do something constructive for radio.

Edgar T. Bell
Secretary-Treasurer
Oklahoma Publishing Co.
Oklahoma City

* * *

NAB Story Criticized

EDITOR, BROADCASTING:

Your usually excellent publication featured a strangely inept bit of reporting in the May coverage of the NAB convention. An article regarding the code imbroglio refers to Edward Breen's being denied more than three minutes in which to address the group. A further statement reads:

Edward Breen . . . who had rounded up 309 signers to a petition aimed at cancellation of the board's code adopting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a lawyer who has been crisply outmaneuvered by Judge Justin Miller, chairman of the meeting.

The reporting is sophomorically inept because it attempts to suggest a parallel between a courtroom battle of wits and the code meeting at the same time.

Suggesting that Mr. Breen as attorney for one side of the case was given only a small token bit of time to present his argument—contrary to all principles of Anglo-American jurisprudence

Suggesting that Judge Miller, as chairman, failed to maintain judicial objectivity but by maneuvering became both judge and opposition attorney—contrary again to all principles of Western law.

And with the article implying such obvious loading-of-the-cards, the writer goes completely naive with the statement:

They were wondering how such pre-convention vigor could fade into on-the-scene-anemia.

If the facts were accurately reported, why did BROADCASTING miss the obvious service of an editorial

Pointing out that there have been enough instances in the American tradition where the lone dissenter or the small minority were right as to require a body of men and women engaged so completely in an estate of democracy as the radio industry to guarantee to any minority more than a token hearing before a court that is both judge and prosecutor?

Judge Justin Miller, with his estimable record in American jurisprudence, would unquestionably concur with this viewpoint.

J. S. Duncan
Tuscaloosa, Ala.

[EDITOR'S NOTE: Mr. Breen was unable to obtain more than three minutes time because—(1). The three-minute limit was announced and published in advance of the meeting to give all a chance to present their views, proponents and opponents alike; (2) the meeting voted overwhelmingly to deny Mr. Breen's request for more than three minutes. The code discussion was not a plenary meeting but was designed to obtain views of delegates prior to final action of the Board of Directors, vested under the By-Laws with full authority to promulgate a code. Therefore, Judge Miller was not performing as a judge but as chairman of the meeting. His function was to conduct an orderly session and to bring out delegates' views. Opponents of the code had been given opportunity to present their position in more than a year of committee sessions as well as at the Atlantic City Convention in 1947.]

* * *

Need to Find the Citizen

EDITOR, BROADCASTING:

[Recently] NBC broadcast a dramatization of the 10 biggest news stories of the last century. Among the 10—"Marconi opens a century of science," and Mr. Gould of AP commented that "the 11th story—perhaps the biggest of them all—is what is taking place in the world today."

One of the great problems through the centuries has been to FIND THE CITIZEN. Perhaps more and more we can and we will use radio, particularly the television of tomorrow, to "find" the citizen—here and in every land. If this job is well done, if broadcasters and telecasters do what it seems they could do, the broadcast industry may write the 11th story, the biggest of them all.

John F. Clagggett
Washington, D. C.

This month, Kansas farmers are harvesting a rich yield of golden wheat. Millions of bushels are being sold for millions of dollars. All through WIBW-land farm families are *buying*. They're buying equipment for farms and homes. They're buying more food, more clothing . . . more everything. And they're making these purchases by *brand name*.

That's why it's *always* harvest time for WIBW advertisers. Twelve months of the year, they reap the rich yield of sales seeds which WIBW has planted deep in the friendly, receptive minds of our vast farm audience. Put WIBW to work for *you* and share this year-round harvest.

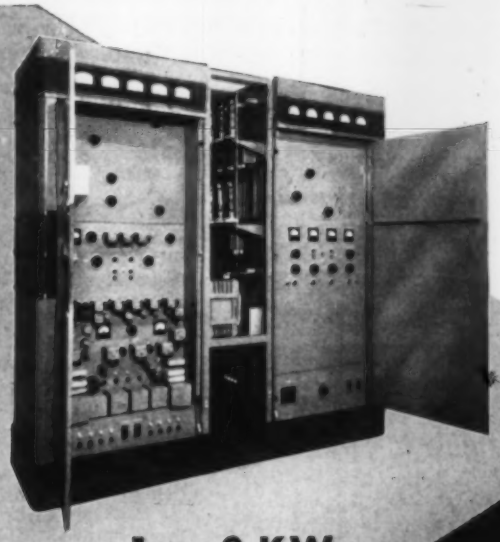
Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.



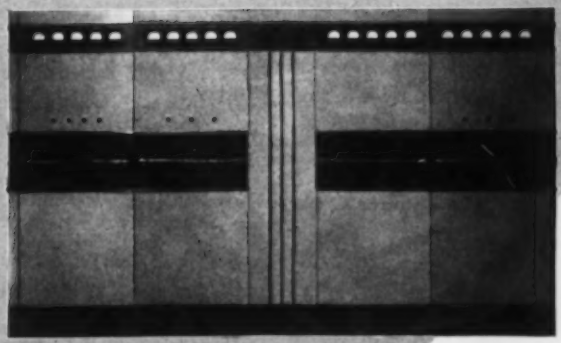
1 or 3 KW

- Cascade Phase Shift Modulation
- Simplified Circuit Design
- Direct Crystal Control
- Inherently low noise level
- Very low harmonic distortion
- Conservatively Operated Circuits
- No expensive special tubes
- Fast, simple tuning
- No obsolescence
- Lasting economy

LOOK TO RAYTHEON FOR THE FINEST IN FM TRANSMITTERS

250 WATTS

10 KW



RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON CHICAGO LOS ANGELES SEATTLE
CHATTANOOGA DALLAS NEW YORK WASHINGTON

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES

Raytheon Manufacturing Company, 50 Broadway, New York 4, N. Y., WH. 3-4980

WE DON'T TRY TO GET SUBTLE (Ky.)!

WAVE doesn't have a Subtle approach—at least not to Subtle, Kentucky, which is too far away to hear us.

WAVE's one and only approach is to the Louisville Trading Area—which does almost as much business as all the rest of the State, *combined!* And at our low rates, it's *obvious* that WAVE is your most practical medium of reaching "the mostest" with "the leastest" in Kentucky.

So leave us not beat around the bush—figuratively or literally! Give WAVE a try, and *watch* the un-Subtle effect on your sales!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Banks Bank on Radio

THE AVERAGE bank spends 20% of its budget on radio, according to a study of bank radio advertising made by Dale Brown, assistant vice president, The National City Bank of Cleveland. The survey took in 11 banks with deposits between $350,000,000 and $550,000,000. Highest of these spent 40% of its budget on radio and the lowest 9%.

Two New Video Sponsors Start on KTLA Hollywood

TWO video firsts in Los Angeles were claimed late last month with entry of Tidewater Associated Oil Co. and the Security First National Bank of that city, via KTLA.

In sponsoring the finals of the National Collegiate Athletic Association's tennis tournament Saturday June 26, Associated took its first step in television. Firm has been long-time sponsor of broadcasts of Pacific Coast Conference sports. Although no specific budget has been set aside for television during the remainder of 1948, Harold Deal, advertising director of the oil firm, said that every effort would be made to get telecast rights to the games of U.S.C. and or U.C.L.A. [BROADCASTING, June 21]. Buchanan and Co., San Francisco, is agency.

Security First National Bank, through Foote, Cone and Belding, Los Angeles, started June 25 for 13 weeks, weekly two-minute film spot selling its commercial checking accounts. Utilizing a stop-action cartoon effect, produced by Pattin Studios, bank is believed to be first advertiser of its type to use the medium. Telling a story via cartoon, the same spot is being used throughout the 13 weeks. Cost of production is understood to be approximately $350.

Feature

(*Continued from page 18*)

tertainment and supper-clubbing.

After Things quieted down, KRNT Manager Bob Dillon said, "It's the greatest Thing that's happened to us this year, promotion-wise. People all over were saying 'How's Things?' and meaning it."

A few of the choice Things were saved from the dump to send to KRNT's national representative, The Katz Agency, with this note: "Anything can happen in the Middlewest . . . and did!"

Don Bell went off on a vacation after the contest was over, to forget Things, no doubt.

WJRD Tuscaloosa, Ala., recently leased new theater building to be used by station as auditorium-studio, with plans for use as television theater in not too distant future, station reports.

U. S. Chamber Appoints Advertising Committee

MEMBERSHIP of the U. S. Chamber of Commerce Committee on Advertising for 1948-49 was announced last week by the chamber. The committee maintains a working relationship with the advertising industry and related groups and currently is conducting the American Opportunity program designed to give U. S. people means to understand the nation's economic system.

Among members of the committee are Ken R. Dyke, NBC vice president; Edgar Kobak, MBS president; J. Harold Ryan, Fort Industry Co. vice president and treasurer; Kenneth G. Patrick, Advertising & Public Relations Dept., General Electric Co.; Robert M. Gray, advertising manager, Esso Standard Oil Co.; Charles Luckman, president, Lever Brothers Co.; Duane Jones, president, Duane Jones Co.; Gene Flack, advertising director, Sunshine Biscuits; Clarence B. Goshorn, president, Benton & Bowles; William N. Connoly, advertising manager, S. C. Johnson & Son. Committee chairman is Leonard W. Trester, public policy director, General Outdoor Advertising Co.

WAAM Baltimore Signs As ABC Video Affiliate

ABC last week signed WAAM Baltimore as its 12th television affiliate, rounding out its Eastern video network. The station, managed by Norman C. Kal, will begin test patterns in August, and regular programming is scheduled for September.

WAAM will operate on Channel 13 with 31.65 kw visual power and 20 kw aural power. Studios and transmitter are located north of Druid Hill Park in Baltimore.

On All Accounts

(*Continued from page 18*)

ming get their innings on off-days.

"There aren't many such days, however, especially as we now have a really BIG lawn, and I'm its favorite nursemaid." Born 31 years ago in Chicago, Bill has refused consistently to stray elsewhere.

To familiarize himself with the newest of media, he started investigating the television potential more than a year ago, and is a charter member of the Chicago Television Council. "I'm now beginning to get the 'feel' of video, and am sure it has a terrific future. It will be the primary phase of radio, which is far and away my favorite medium. Broadcasting offers a great present and a creative, imaginative and lucrative future."

BOOKLET containing practical instructions on contacting radio stations, building programs, preparing speeches for microphone, etc., has been distributed to regional offices of Palestine Histadrut Campaign in U. S. and Canada, by National Committee for Labor Palestine.

KSL FIRST in NEW HOOPER INDEX!

K. S. SELLOGRAM

OF THE MILLION PEOPLE IN KSL'S 50-100% BMB DAYTIME COVERAGE AREA, MORE REPORTED LISTENING TO KSL MOST FREQUENTLY OR THE MOST TIME THAN TO ANY OTHER STATION OR REGIONAL NETWORK - MORNING, AFTERNOON AND EVENING.*

KAY S. SELL

*KSL HOOPER LISTENING AREA COVERAGE INDEX, SPRING, 1948

Kay S. Sell
Giant Salesman of the West
KSL's 50–100% BMB Daytime Area
Average Salt Lake City Wholesale Trading Area
(BMB Study No. 1)

This means that to reach ALL of your prospects in the 69-county, 8-state Salt Lake City wholesale distribution area — a $695,000,000 market of over one million people — you'll need KSL. For this is KSL's daytime coverage area, where city dwellers and farmers, retailers, distributors and wholesalers, are all reached by one powerful medium—KSL. Ask Radio Sales for details.

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

fyi.

OUTSTANDING showmanship and programming, combined with intelligent merchandising produced these increases. WMPS is consistently increasing its audience at no increase in rates!

FOR YOUR INFORMATION

(as if you didn't know)

Pardon us for Pointing . . .

but look what our Hooper's doing!

The Hooperatings of WMPS for March-April 1948 show the following gains over August-September 1947, the date of our changeover to 680 K.C., with 10,000 watts daytime (5,000 watts night).

TIME	PERCENTAGE OF INCREASE
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	+ 52.6 %
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	+112.3 %
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	+ 75.5 %
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	+ 29.5 %
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	+ 73.8 %

WMPS

MEMPHIS, TENNESSEE

***Affiliated With The* AMERICAN BROADCASTING COMPANY**

***Represented by* TAYLOR-HOWE-SNOWDEN**

Editorial

'You Can't Turn Off 66 Million Radios'

THAT was the laconic headline on a three-paragraph AP story reporting the Broadcast Measurement Bureau's estimate of the 1948 radio families (37,623,000 or 94.2%).

Looks to us as though a newspaper headline writer has handed radio a tagline that out-punches: "Radio has been strangely silent."

That TV Dilemma

THE TV juggernaut rumbles forward in its march toward the forefront of media.

But it faces possible impenetrable jungle ahead, and danger of ambush in the area already traversed.

As has been the case in every new development in radio, problems of allocations have arisen to plague television. The FM issue, still smouldering, is microscopic in contrast.

All within a couple of weeks, there has transpired:

1. A flat pronouncement by the FCC's able acting chief engineer that the five channels below Channel 7 are doomed in two years; that color then will be here commercially; that the seven upper channels will be good for about 10 years, and everything else will be "upstairs."

2. A statement by a former Commissioner and chief engineer that the current hearings on new video allocations are "a waste of time."

3. Proposals that directional antennas, which distorted AM broadcasting, be introduced in TV to relieve the shortage of facilities.

The FCC knows there's trouble aplenty ahead. Broadcasters (and telecasters) want to know where they're headed. To eliminate channels 2 through 6 would destroy millions in broadcasters' investments as well as obsolete more millions of public investment in receivers (which presumably could be salvaged through use of inexpensive adapters).

Obviously, the salvation of TV will be in the ultra-highs. But let's not forsake the low band until the 500-mc area is found usable.

Channels 2 through 6 would be sacrificed, it appears, to make way for "fixed and mobile" services. Broadcast services, for the enlightenment and entertainment of the public should give way only to those services involving safety of life and property which cannot use wire lines or other means of communications.

And what about the Government services that are allotted substantially more than half of the usable spectrum? The allocations are made arbitrarily by the President, without regard to actual need. Many of the channels simply are "stand-by."

The Government in a national emergency can take over all communications services. So why should it squat on channels that can be used for the public's benefit?

In attacking this dilemma, we suggest the FCC look into the unexplained demands of "fixed and mobile" services, which appear to be taken for granted. And even more important, that it penetrate the sacrosanct military curtain to see what the Government really has to justify its ether road-hog status.

As of now, the new TV art is on tenterhooks. Need for a national policy is evident, so that public and industry can move forward with confidence in developing this greatest of the arts on the soundest possible foundation.

TV Elected

TO TALK about television in other than superlatives is futile. Each month since the war's end has brought new TV firsts, new records, new converts. None can gainsay, however, that this week will close TV's banner month. This happens with the conclusion of the Democratic Convention in Philadelphia. Thus will have ended a four-week span in which two Presidential nominees will have been named and during which a heavyweight championship fight was witnessed by more people than any other sporting event in history.

To the 10,000,000 or so within range of the Convention and fight telecasts this wasn't new. But to the many thousands of migrants from the non-video hinterland who attended the Convention and had a chance to see TV for the first time, the effect was startling.

Television thus went nationwide. It struck at the grass roots. The delegates who attended the Convention, the newsmen who saw the miracle of video for the first time, returned home as TV zealots.

In fact, more words were written in newspapers and magazines (and on the editorial pages) about the political revolution wrought by television than about many of the candidates themselves. TV was newsworthy. TV transformed politics into a goldfish bowl.

TV is plagued with problems. There are vexatious problems of allocations, of economics, of programming. There are problems of competition within the radio media and with other media. Each problem will be resolved.

In America, the public gets what it wants.

Port Politico

STRIVING to reach any port in the ersatz political storm it had kicked up, the FCC—in between political conventions—has gingerly issued its final decision in the Port Huron case. In theory it decrees that stations may not censor political broadcasts and will be saved harmless, if sued.

In fact, it means nothing of the sort. The FCC mountain that labored so tediously and in such anguish has delivered a mouse of a decision. It came by a split vote of 2-1-1-1. It purports to affirm the highly controversial interpretation of the political section of the law. But the ruling is a mishmash. All five voted for renewal of the license of WHLS, which had been on the hook for three years. Four agreed that the law forbids censorship for libel and slander. Two held stations would be relieved of liability, and one (Jones) held his four colleagues were utterly off-base.

The upshot is that the broadcaster, faced with what may well be the most sanguinary of political campaigns, from alderman to President, is now more confused than ever.

Even the two members (Coy and Durr) who voted all out to sustain the proposed decision found it expedient to equivocate. Instead of holding flatly (as did the original majority of four) that stations will be relieved of liability in event of damage suits arising from uncensored broadcasts, they said it *would appear* that they will be.

So what does this latest effort at judicial law-making mean? Exactly nothing, legally.

With Comr. Jones we concur. Even if there were a majority vote holding that stations will not be held liable, it would be illegal, for the FCC cannot legislate. Congress hasn't acted. The courts haven't spoken. And several states already have shown their teeth on grounds of Federal trespassing upon states' rights.

What to do? Do as you have done. Accept no speech that is even borderline libel. If possible, get candidates to agree in advance to protect you from damage suits. Act in good faith. Let the FCC sweat it out.

Our Respects To—

GARRY JOHN CARTER

TALENT usually crosses the international borders in a northward direction, from the U. S. to Canada. Certainly most disc shows heard on Canadian stations originate in the U. S.

This situation did not seem right to Garry J. Carter, managing director of Garry J. Carter of Canada Ltd., Toronto, who felt that Canadian talent was producing some fine shows which could be disced and sent across the border southward. So he chose Canada's top daytime show, *The Happy Gang*, sponsored by Colgate-Palmolive-Peet as a noon-hour Canadian network show for many years, obtained the world rights, except Canada, recorded an international version of the variety half-hour program, and took it south of the international border.

That American advertisers were ready to buy a show, whether it originated in the U. S. or Canada, Mr. Carter found out when in the first year he placed the show on 31 stations in 15 states. The show earned almost as high ratings in the States on local stations as it has been making over ten years on Canadian networks. Chances are good for the program's going live on a national U. S. network soon, he reports.

Garry Carter has been in radio since he went to high school, starting as a singer. Born at Toronto on January 28, 1910, he received his education in Canada's second largest city, and made his radio debut on CKCL, now CKEY. Maurice Rapkin, then program director of CKCL, now a free-lance producer, gave him his first break. From CKCL he went to a number of other Toronto stations as a free-lance singer, and by the time he was 21 years old he had gained valuable experience as a singer and had also learned that the most lucrative part of radio was in selling time. He became salesman for Toronto stations, and on many of the shows he sold he was also the featured star.

Early in the 30's he went south of the border, as many young Canadians do, to seek wider opportunities under the Stars and Stripes. He worked with and for a number of time brokers and advertising agencies in Detroit, Chicago, Baltimore, and Milwaukee, picked up knowledge and more confidence in his abilities, then returned to Canada to open Frontenac Broadcasting Agency at Toronto, handling radio advertising exclusively. The agency has grown and changed its name last summer to Garry J. Carter of Canada Ltd. handling all types of advertising. In its development he has travelled widely through-

(*Continued on page 54*)

"I Always Listen While I'm Shaving . . . . ."

THE KOIN KLOCKERS—*Walter Stewart, Jack Lenard, Bob Henderson, emcee-announcer, and Frankie Trevor.*

It's a universal habit in the Portland area—okay, ALMOST universal — to listen to

KOIN KLOCK

and it's a habit that started back in 1930 . . . 18 long years ago. Throughout those years

KOIN KLOCK

has had consistent appeal . . . both for listeners and for advertisers* . . . because of its live talent, its ear-catching music, its informal humor.

KOIN KLOCK

is Portland's wake-up program . . . on the air from 6:15 to 7:15 six mornings a week.

* *At present, time is available on these two outstanding participating programs.*

HE'S *Mr. Radio* OF THE OREGON COUNTRY

but his real name is **ART KIRKHAM**

who for 20 years has been the chief mogul . . . the master of ceremonies . . . the Pooh Bah of KOIN's justly famous program

NEWSPAPER OF THE AIR

with its human-interest stories . . . oddities in the news . . . feature stories . . . and excellent music by KOIN's ten-piece staff orchestra.

Thousands know Art Kirkham as a radio personality . . . while thousands of others know him personally because of more than 650 talks he has made to representative groups in Oregon and Washington.

Advertisers find this a paying combination—*

ART KIRKHAM *and* NEWSPAPER OF THE AIR *1:30 to 2:00 five afternoons a week 1:00 to 1:30 on Saturday.*

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Management

NORAN E. KERSTA, executive assistant to the administrative vice president in charge of NBC Television, has been elected a director of Television Broadcasters Assn. He succeeds JOHN R. ROYAL of NBC, who resigned.

ARTHUR SIMON, executive vice president of WKBW Buffalo, has obtained a release from station, effective June 28. Mr. Simon has not yet announced future plans.

Mr. Simon

JAMES A. SHAW, has been appointed assistant to broadcasting manager of CFCF Montreal.

HERBERT BACHMAN, in ABC research department, has been appointed manager of television research for network.

BENEDICT GIMBEL, president and general manager of WIP Philadelphia, has been named chairman of Pennsylvania-Philadelphia Citizens Committee for Democratic National Convention. Committee's aim is to ease stay of delegates and visitors.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., is the father of a girl, Kathleen.

CARL M. EVERSON, manager of WHKC Columbus, Ohio, and vice president of United Broadcasting Co., has been elected president of Columbus Chamber of Commerce.

GLACUS G. MERRILL, president and general manager of WHAR Clarksburg, W. Va., is father of a son.

WALTER BAZIUK has been named acting station manager of KERN Bakersfield succeeding HAL BROWN, resigned.

MEMBERS of BMB's newly-formed Users Service Committee [BROADCASTING, June 28] are shown at their initial meeting in New York late last month. Seated, l to r, are the following committee members and guests: Newman McEvoy, Newell-Emmett Co.; Daniel Denenholz, The Katz Agency; Richard Rettig, American Home Products; Elizabeth Black, The Joseph Katz Co.; Hugh Feltis, BMB; C. Burt Oliver, Foote, Cone & Belding and BMB director; Linnea Nelson, J. Walter Thompson Co. and BMB director; Sherman Gregory, Campbell Soup Co.; Mary Dunlavey, Pedlar & Ryan, and William S. Koenig, R. J. Reynolds Tobbaco Co. Standing, l to r: Hugh Higgins, NAB; John Churchill, Cort Langley and Philip Frank, all BMB; E. P. H. James, MBS and BMB director, and Kenneth Godfrey, AAAA. Committee members not present for the picture were Oliver Capelle, Miles Laboratories; John V. Sandberg, Kraft Foods Co.; Harlow Roberts, Goodkind, Joice & Morgan; Winslow Case, Campbell-Ewald Co.; Hugh K. Boice, WQXR New York; Inglis Taylor, WEBQ Harrisburg; John Outler, WSB Atlanta; Eugene Katz, The Katz Agency, and Z. C. Barnes, MBS.

FM PERMITS

5 New Class B Outlets Are Given CP's

CONSTRUCTION PERMITS for five Class B FM stations were announced by FCC last Wednesday, along with new permits issued to 25 others in lieu of previous conditions.

The Commission also authorized WABB-FM Mobile, Ala. to change frequency from Channel 300 (107.9 mc) to Channel 271 (102.1 mc), and KUOA-FM Siloam Springs, Ark., to move from Channel 243 (96.5 mc) to Channel 289 (105.7 mc). KBIX-FM Muskogee, Okla., was granted an extension of time to Nov. 15 to complete construction.

Two applications for non-commercial educational FM stations were dismissed "for failure of prosecution." They were those of International Evangelical Christian Church, of Los Angeles, and the Boone Biblical College, of Boone, Iowa.

Construction permits for commercial FM outlets went to WKAX-FM Birmingham, Ala., WKAT-FM Miami Beach, and WTBO-FM Cumberland, Md., all of which already had been given conditional grants, and to WJPR Greenville, Miss., and KIMO Independence, Mo. WJPR estimated construction of its FM affiliate would cost $33,719, and KIMO estimated FM construction at $24,885.

Assignments for the five new permittees are as follows (all Class B):

WJPR Greenville, Miss.—Channel 270 (101.9 mc), 19 kw effective radiated power; antenna height 425 feet above average terrain.

KIMO Independence, Mo.—No. 282 (104.3 mc); 9.1 kw; 305 feet.

WKAX-FM Birmingham—No. 250 (97.9 mc); 8.2 kw; 185 feet.

WKAT-FM Miami Beach—No. 226 (93.1 mc); 285 kw; 430 ft.

WTBO-FM Cumberland—No. 295 (106.9 mc); 2.5 kw; 1,510 feet.

Construction permits "in lieu of previous conditions" were issued as follows:

KFI-FM Los Angeles—Class B; No. 290 (105.9 mc); 287 kw; 2900 ft.

WQAM-FM Miami, Fla.—Class B; No. 235 (94.9 mc); 60 kw; 350 ft.

WATL-FM Atlanta, Ga.—Class B; No. 248 (97.5 mc); 44 kw; 305 ft.

WHBF-FM Rock Island, Ill.—Class B; No. 255 (98.9 mc); 35 kw; 400 ft.

WFMU Crawfordsville, Ind.—Class B; No. 275 (102.9 mc); 13 kw; 230 ft.

WSMB-FM New Orleans, La.—Class B; No. 274 (102.7 mc); 270 kw; 525 ft.

KMFM Monroe, La.—Class B; No. 281 (104.1 mc); 17 kw; 220 ft.

WDSU-FM New Orleans, La.—Class B; No. 287 (105.3 mc); 145 kw; 395 ft.

WBCC-FM Bethesda, Md.—Class A; No. 276 (103.1 mc); 500 w; 340 ft.

WEIM-FM Fitchburg, Mass.—Class B; No. 284 (104.7 mc); 9 kw; 470 ft.

WCAR-FM Pontiac, Mich.—Class B; No. 258 (99.5 mc); 20 kw; 500 ft.

WJDX-FM Jackson, Miss.—Class B; No. 279 (102.9 mc); 50 kw; 570 ft.

KCFM Kansas City, Mo.—Class B; No. 235 (94.9 mc); 54 kw; 390 ft.

KBON-FM Omaha, Neb.—Class B; No. 254 (98.7 mc); 8.9 kw; 300 ft.

WHKY-FM Hickory, N. C.—Class B; No. 275 (102.9 mc); 210 kw; 960 ft.

WEED-FM Rocky Mount, N. C.—Class A; No. 221 (92.1 mc); 270 w; 160 ft.

WKAL-FM Rome, N. Y.—Class B; No. 239 (95.7 mc); 5.4 kw; 800 ft.

WOHS-FM Shelby, N. C.—Class B; No. 241 (96.1 mc); 2.6 kw; 460 ft.

WICA-FM Ashtabula, Ohio—Class B; No. 279 (103.7 mc); 47 kw; 270 ft.

KOAK Clinton, Okla.—Class B; No. 298 (107.5 mc); 9.4 kw; 340 ft.

WPIT-FM Pittsburgh, Pa.—Class B; No. 268 (101.5 mc); 19 kw; 515 ft.

WHHM-FM Memphis, Tenn.—Class B; No. 295 (106.9 mc); 16 kw; 430 ft.

WBIR-FM Knoxville, Tenn.—Class B; No. 262 (100.3 mc); 2.7 kw; 345 ft.

WLOG-FM Logan, W. Va.—Class B; No. 277 (103.3 mc); 2.8 kw; 705 ft.

KPDR-FM Alexandria, La.—Class B; No. 259 (99.7 mc); 47 kw; 215 ft.

Respects

(Continued from page 52)

out Canada and has visited most Canadian stations.

Soon after the war Mr. Carter decided that it was time to show American radio listeners that there were some good shows on the air in Canada, and early in 1946 he signed a contract with Bert Pearl, manager and star performer of *The Happy Gang* to record the show and sell it as a transcribed program throughout the world, except Canada. It was a major venture in Canadian broadcasting, for the show is one of the highest paid in the Dominion, has been rated first or second for many years on the Elliott-Haynes ratings among Canadian daytime shows.

With faith in the show, he formed an American company, Garry J. Carter Inc., with offices in New York, and joined forces for distribution of the show with Charles Michelson Inc. Largest contract was with Foremost Dairies of Jacksonville, Fla., who used the show in 15 Southern markets last year.

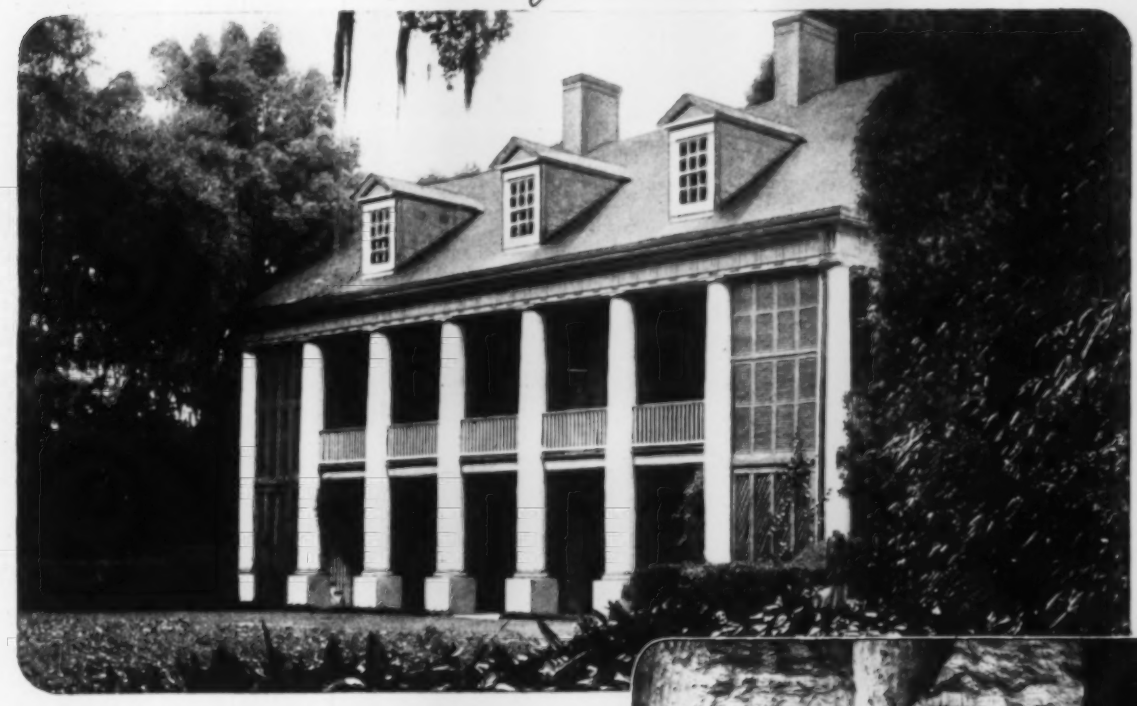
With *The Happy Gang* now well established south of the Canadian-U. S. A. border he has started a new venture in Canada and formed the Canadian Record Processing Corp., which will handle master discs coming into Canada. His agency produces unusual shows for local advertisers and some national accounts.

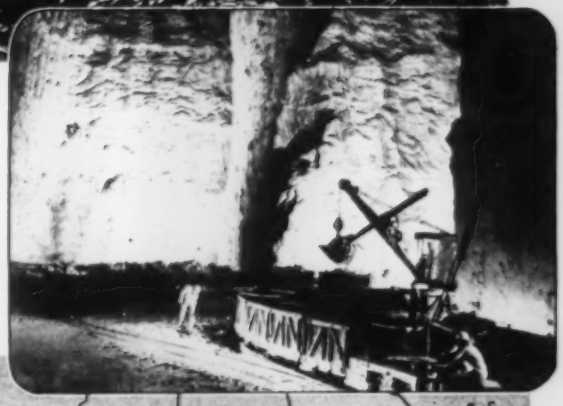
Garry Carter lives broadcasting. He did take time out last year to marry Dorothy May Peter of Toronto, and occasionally likes to play golf and go horseback riding. He likes to reflect that he was associated with and assisted Jack Cooke, now president of CKEY Toronto, and Ken Soble, now owner of CHML Hamilton when they were on their way up as time salesmen.

If ever an award is given in Canada for keeping Canadian talent in Canada but exporting its product to radio stations throughout the world Garry John Carter will be among the finalists for the award, if not the winner.

560 KC.
1000 WATTS
KFDM
BEAUMONT
PORT ARTHUR
ORANGE
BEAUMONT TEXAS
DELIVERS AN IMPORTANT THREE CITY MARKET
EXPANDING! PERMANENT! DIVERSIFIED! A vastly important area in today's economy — 129% Retail sales increase over pre-war sales. IMPORTANT for petroleum production, refineries and by-product manufacturing, shipping and ship building, lumber mills and rice mills . . . Steady employment for thousands!
REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

Three Beauties of the Deep South





1. SHADOWS-ON-THE-TECHE, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

2. SALT MINE of International Salt Co., Inc., Avery Island, La. Latest reports show Louisiana 4th in U. S. salt production with 1,867,689 tons—another reason why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Sold out from
12:30 A.M. to 5:30 A.M.

MUSIC...

SPORTS...

24 NEWS... hours a day

WINZ

FLORIDA'S

BIG

INDEPENDENT

940 kc

clear channel

FULL TIME

●

Primary Signal
covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables

●

Business Address:
WINZ BUILDING
304 LINCOLN RD.
MIAMI BEACH

Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH HOTEL

Jonas Weiland, *President*

FORTIETH anniversary of Simmonds & Simmonds Inc., Chicago agency, is celebrated with an "open house" at the agency's new quarters at 201 N. Wells St. F. M. Simmonds Jr. (second from r), founder of the firm, congratulates Phil W. Tobias Sr. (third from l), present head of the firm, congratulates. Others l to r, are Phil W. Tobias Jr.; Milton Mendelsohn; Merle R. Fuller, vice president in charge of St. Louis office; Albert M. Wolf, vice president of Chicago office; Dale Wilson and Harold Lewis.

Milestones

ABC's cooperatively - sponsored *Breakfast Club* program, aired Mon.-Fri. 8-9 a.m. CDT, celebrated its 15th anniversary of broadcasting June 23. Program currently is sponsored by Swift & Co., 8:15-8:45 a.m. on 127 stations, and by Philco Corp., 8:45-9 on 242 ABC affiliates. The first segment, 8-8:15, was dropped by Toni Co. June 25, to be replaced Aug. 16 by Kix, General Mills product.

Mars Inc., through Grant Adv., on July 3 began third year of *Curtain Time* drama series on 130 NBC outlets, Sat. 7:30-8 p.m. . . . Thrifty Drug Stores, California chain, June 13 celebrated its 10th year of advertising on KECA Los Angeles with special half-hour broadcast featuring radio and film stars. . . . WMID Atlantic City. Mutual outlet, on June 4 marked its first birthday with party for sponsors and friends and series of special event broadcasts. Five-day teaser campaign promoted event. . . . KOAD (FM) on July 1 was one year old. Owned by the Omaha *World Herald*, KOAD is sister operation to AM station KOWH. Maintaining seven-day week and 16 hour-per-day schedule, KOAD reports number of FM receivers in area has swelled from 20 to over 12,000.

Fifteenth year celebrations were observed in May by the NBC serial, *Today's Children*, sponsored on 140 outlets Mon.-Fri. 2:30-2:45 p.m. by General Mills; William H. Weldon, vice president of the New York office of John Blair & Co., station representative, and Mrs. Ruth Hardke, traffic manager of WSYR Syracuse, N. Y. . . . Facsimile service of WCAU-FM, Philadelphia *Bulletin* outlet, has begun its second year of continuous transmission. Station serves local airports and farm markets with two daily facsimile editions of weather data, charts and forecasts and market and farm news.

Franklin M. Doolittle, president of WDRC Hartford, Conn., noted his 26th anniversary with the station in May. Harry Broderick, WDRC control and transmitter supervisor, has begun his eighth year with WDRC. This month Ralph Ingraham and John Champion, transmitter operators, mark their seventh and sixth anniversaries respectively with WDRC. . . . Ronald Dawson, head of Ronald Dawson Assoc., New York, radio production firm, June 10 celebrated his 21st radio birthday. . . . Dinner celebration highlighted fifth anniversary of the *Esso Reporter* newscasts on WSJS Winston-Salem, N. C., in early May. Esso Standard Oil sponsors programs through its North Carolina division.

FM station KMUS Muskogee, Okla., completed its first year of operation May 28. . . . May 15 was 10th anniversary of *La Hora Mexicana*, Spanish music program conducted by Sr. Jacinto Orozco on KVOA Tucson, Ariz. Aired 3:55-6:30 a.m. daily and claiming wide audience to the South and even to New Zealand, program features traditional songs of Old Mexico.

Commercial

JOHN HARPER has joined MBS Chicago as co-op representative, succeeding **BOB WILSON** who moved into network sales. Mr. Harper worked previously in advertising department of International Harvester.

TED WALWORTH, ABC research department, has joined spot sales department.

GEORGE R. DUNHAM Jr., account executive for CBS Radio Sales, has been appointed to newly created post of Eastern sales manager of television for CBS Radio Sales, station representative. Mr Dunham, whose appointment becomes effective Aug. 2 has been with CBS since 1937.

Mr. Dunham

ROBERT I. KIMEL, salesman of WHAV Hartford, and former Beatrice Cates, former traffic supervisor of **WLAW** Lawrence, Mass. are the parents of a boy.

BYRON NELSON, former ABC Hollywood account executive, has joined KROY Sacramento as commercial manager. Mr. Nelson was previously associated with KGO San Francisco, and KFI Los Angeles.

JACK LINK, former announcer of KWSC Pullman, Wash., has joined announcing and sales staff of KCID Caldwell, Idaho.

CONNIE TASHOF has joined WWDC Washington, as acting traffic manager in absence of **SALLY PETERSON,** traffic manager.

LYNN CLEARY, of Du Mont Television, has been named special assistant responsible for clearing all commercial continuity, all literary rights and titles and special handling of co-operative programs.

FRANK BRESLIN, account executive of John E. Pearson Co., New York, has been transferred to firm's Chicago office as Midwestern sales manager to succeed **WILLIAM L. WALLACE,** who has joined Frederic Ziv Co., Minneapolis. Mr. Breslin was formerly associated with NBC and Young and Rubicam, as timebuyer.

JEAN HUBER, traffic department of WCAU Philadelphia, and Carleton Moyer have announced their marriage.

LEE WESTENDORF has joined staff of KILO Grand Forks, N. D., as commercial copy writer.

BOB ELLISON, salesman of WONS Hartford, and Patricia Haley have announced their marriage.

MEMO to ED JOHNSTONE—Redfield Johnstone

Lightner's Hatcheries of Augusta, Georgia, sold a half-million baby chicks using ONLY WCKY's Hillbilly Hit Parade, 11:15-12 midnight. The Hillbilly Hit Parade is a program with proven sales ability.

50,000 WATTS OF SELLING POWER

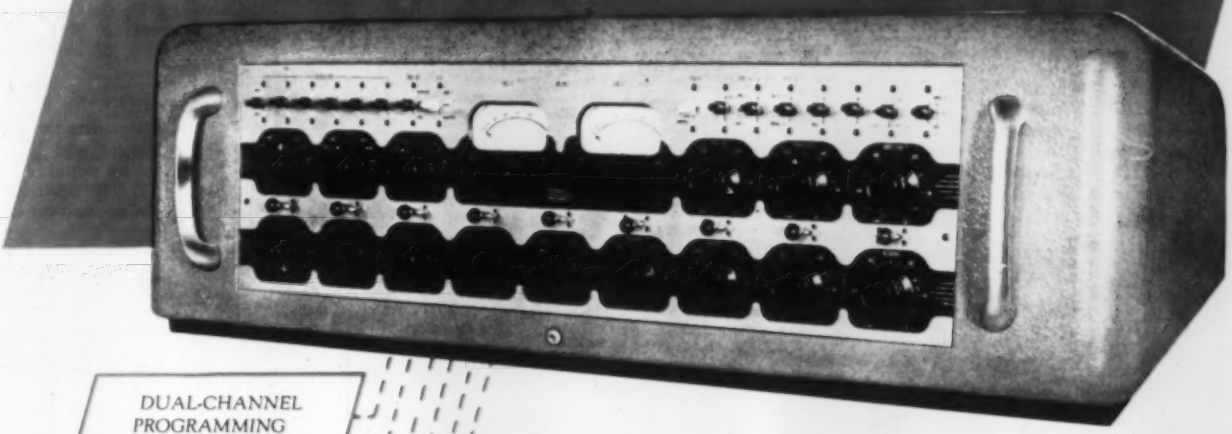
L.B. Wilson

WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE



- DUAL-CHANNEL PROGRAMMING
- PROGRAM AMPLIFIERS INTERCHANGEABLE
- CAST ALUMINUM CABINET PROVIDES BEST RF SHIELD
- COMPLETE ACCESSIBILITY FOR MAINTENANCE WITHOUT REMOVAL FROM CABINET
- TWO VU METERS
- INTEGRAL CUEING AMPLIFIER FOR REMOTES, NETWORK, AND TURNTABLES

More features, more convenience, better construction,-- these all add up to the best operation in your station.

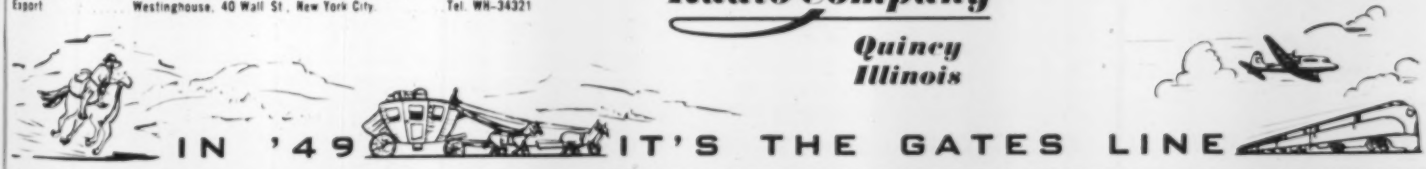
Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates Radio Company
Quincy Illinois



Taggart and Young Form New Los Angeles Agency

NEW agency, Taggart & Young, has been formed by E. L. Taggart and Douglas R. Young at 7364 Beverly Blvd., Los Angeles.

Mr. Taggart was formerly associate district manager, Atlantic district sales, for McGraw Hill Pub. Co., New York, and was also assistant manager of firm's Los Angeles office for three and a half years. Prior to that he was business and advertising manager for *Aircraft Times* and *Shipyard Times*.

Mr. Young was with Beaumont & Homan Agency for 10 years, seven of them in San Francisco. Before that he was with Recorder Printing & Pub. Co., San Francisco, and for six years he was in advertising department of First National Bank of St. Paul.

Accounts to be handled by the new agency are: Cole Electric Co., Calectro Products Co., Form O' Uth Brassiere Co., Beverly Termite Control Co., Mecon Products Inc., Palomino Sportswear Co., Selwell Mfg. Co. and Paul G. Wagner Co.

* * *

The partners (l to r), Messrs. Taggart and Young.

Production

WILLIAM J. FLYNN, CBS assistant comptroller and chief accountant, has been named assistant treasurer of the network. Mr. Flynn, who joined CBS in December 1938 was formerly with Haskins and Sells and Price Waterhouse & Co., New York accounting firms.

JACK RAYEL, WABD New York director, has been appointed assistant to **JAMES L. CADDIGAN**, program director. Before joining station two months ago, Mr. Rayel was night manager of WQXR New York, and before that staff announcer for NBC.

PATRICIA SCHERTZINGER, clerical assistant to **TOM PAPICH**, head of research for the CBS sales promotion department in Hollywood, has been named to succeed Mrs. Papich, who resigned to become business manager of Frank Fortier Productions, Hollywood.

BEATRICE ANN GEHRUNG, news writer of WTMJ WTMJ-FM and WTMJ-TV Milwaukee, Wis., and Delwin Schubert have announced their marriage.

MARY ANN FRANCIS has joined continuity department of WMBG Richmond, Va., and **IRENE BLACKBURN** has joined program department. **HARRY LUKE**, formerly with WNVA Norton, Va., has joined station as announcer.

ANN MILLER MATTHEWS has joined staff of WDUK Durham, N. C., as record librarian and assistant continuity writer.

ROGER A. CHASE, WHN New York staff announcer, and Jean Johnston have announced their marriage.

GARY FOX, announcer of KILO Grand Forks, N. D., is the father of a boy.

CHARLIE YATES, former program director of KVLF Alpine, Tex., **DAVID O. GUTHERIE**, former announcer at WKLV Blackstone, Va., and **JAMES HAMILTON**, new to radio, have joined staff of WRRF Washington, N. C.

HARRY NEAL has joined staff of WCAU-TV Philadelphia, as production assistant.

BOYD LAWLOR, former radio director of Philadelphia Chapter of American Red Cross, has been appointed night supervisor of WIP that city, succeeding **MICHAEL RITTENHOUSE**.

BILL THOMPSON, of NBC "Fibber McGee and Molly" program, has been named honorary member of San Gabriel (Calif.) police department in recognition of his work in combatting juvenile delinquency.

PHIL SHARP, writer on NBC "Duffy's Tavern," is the father of a boy.

STUART NOVINS, special events director of KNX Hollywood and Columbia Pacific Network, and **DOLORES CRANE**, CBS Hollywood press information department secretary, have announced their marriage.

EDWIN W. BUCKALEW, CBS Western Division station relations field manager, is on month's visit to CBS affiliates in five Western states. Areas include Nevada, Idaho, Montana Washington and Oregon.

TERRY WASHBURN, formerly with WKBW Buffalo, and WXYZ Detroit, has joined WQAM Miami, as disc m.c.

EDGAR CAMP has joined WNBW Washington, as art director and **CHARLES CHRISTENSEN**, formerly of WBAL-TV Baltimore has joined production staff.

SPIKE JONES, orchestra leader, and Helen Greco will be married July 18 in Beverly Hills.

JOHN BAIRD, KMPC Hollywood program supervisor has been selected narrator for Hood River, Ore., Music Festival to be held first week in August. Mr. Baird also will officiate at International Platform Assn. convention September 1 at Lakeside On Erie, Ohio.

JOHN W. EVANS, formerly with WOLS Florence, S. C., has joined WGTM Wilson, N. C., as announcer.

HANK MILLER, former production manager of Philippine Broadcasting Corp., operators of KZPI and KZOK Manila, has joined special events department of Voice of America, New York.

EDWIN REIMERS, former night supervisor and program director at WBEN, Buffalo, N. Y., has joined ABC announcing staff.

TED AYERS, news editor of WRC Washington, has been transferred to WNBW as program assistant.

EDWARD STARR, copy clerk of NBC press department New York, has been promoted to writer in department.

EUGENE ROTH, formerly of KWSC Pullman, Wash., has joined announcing staff of KXLY Spokane.

JACK DOWNEY, announcer-disc jockey of WONS Hartford, and Phyllis Coplan, have announced their marriage.

ELWOOD STUTZ, disc jockey of WIBG Philadelphia is the father of a boy.

WILLIAM R. PACKHAM, former writer for ABC and CBS, and recent author of television show for Don McNeill on WBKB Chicago, has joined writing staff of WSB Atlanta.

JAY MEREDETH and **LYLE SUDROW** have joined cast of NBC serial "Road of Life."

ABC Rebates

REBATES by ABC for cancelled commercial time and talent costs during the Republican National Convention were placed last week at $27,153 by the network. Coverage costs to ABC were $60,000. Inadvertently, losses to ABC through cancelled commercial time and talent costs were reported by BROADCASTING, July 5 as $325,779.

'GABRIEL' HANSEN
Court Order Restrains Trumpet Activities

Mr. Hansen blows fiercely in an effort to drown out District Judge Chase as he reads restraining order preventing Mr. Hansen from future horn blowing on the air.

* * *

MAL HANSEN, WOW Omaha farm service director, is also a trumpet player and had a chance to perform, by popular request, recently on *WOW Calling*. However, he won't be able to do it again because a restraining order has been served to prevent it.

The gag started as a result of "pseudo-feud" between Mr. Hansen and *WOW Calling* gang. When Bill O'Hollaren, who scripts the show, learned Mr. Hansen played trumpet in his high school band, listeners were asked if they wanted to hear him do a solo. Cards poured in and Mr. Hansen played.

At rehearsal it was discovered his horn would play only A-flat. Mort Wells then made a special arrangement of "Liebestraum" in which Mr. Hansen played his A-flat and the rest of the tune was played by the orchestra.

District Judge Jackson B. Chase prepared and read, under the auspices of the WOW news room, the restraining order which forbids a repeat performance. Now Mr. Hansen must confine his activity to farm service.

KEX Portland is offering its facilities to Western Baptist Theological Seminary for its special summer session in religious radio production. Session will continue until July 23.

"KBKI SELLS IN 42 WONDERLAND* TOWNS!" said Alice

"But I never heard of Skidmore or Freer or Orange Grove," objected the Timebuyer. "Are you sure they're towns?"

"Of course I'm sure," said Alice, "because local merchants in Skidmore and Freer and Orange Grove and 39 other towns and small cities in Wonderland have paid us good money for KBKI advertising since last November. Those are the places where Wonderland folks spend all that money they get for their cattle and oil and grain and cabbage. So of course those local merchants advertise on the station their customers listen to most."

*WONDERLAND: that rich collection of ranches, farms, oil fields and communities where KBKI is THE station.

1000 WATTS CLASS II CLEAR CHANNEL 1070 KC.

KBKI

ALICE (in Wonderland) TEXAS

CANADA'S FOURTH MARKET

WINNIPEG A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS.

REPRESENTATIVE: WEED & CO.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, May 31 289
Number of network commercials starting during June 5
Number of network commercials ending during June 32
Number of commercials on the four nationwide networks, June 30 262

June Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Coca Cola Co.	Songs by Morton Downey	NBC	Tue.-Thurs.-Sat. 11:15-11:30 p.m.	D'Arcy
Fruehauf Trailer Co.	This Changing World	ABC	Sun. 3-3:15 p.m.	Zimmer-Keller
John Morrell & Co.	The Lassie Show	NBC	Sat. 5:15-5:30 p.m.	Henri, Hurst & McDonald
Rexall Co.	Phil Harris-Alice Faye	NBC	Sun. 7:30-8 p.m.	BBDO
U. S. Tobacco	Take a Number	MBS	Sat. 5-5:30 p.m.	Kudner Agency

June Deletions

Brown & Williamson	Red Skelton	NBC	Tues. 10:30-11 p.m.	Russel M. Seeds
Campana Sales	First Nighter	CBS	Thurs. 10:30-11 p.m.	Wallace-Ferry-Hanly
Campbell Soup	Double or Nothing	CBS	Mon.-Fri. 3-3:30 p.m.	Ward Wheelock
*Campbell Soup	Club 15	CBS	Mon.-Fri. 7:30-7:45 p.m.	Ward Wheelock
*Campbell Soup	Edward R. Murrow	CBS	Mon.-Fri. 7:45-8 p.m.	Ward Wheelock
*Cole, H. C. Milling Co.	Omega Show	MBS	Sun. 3-3:30 p.m.	Gardner Adver.
Clary Multiplier	Newsweek Looks Ahead	ABC	Sun. 7:45-8 p.m.	Brisacher, Van Norden & Staff
F. W. Fitch Co.	Phil Harris-Alice Faye	CBS	Sun. 7:30-8 p.m.	L. W. Ramsey
Ford Motor Co.	Ford Theatre	NBC	Sun. 5-6 p.m.	Kenyon & Eckhardt
*General Foods	Juvenile Jury	MBS	Sun. 3:30-4 p.m.	Benton & Bowles
*International Silver	Ozzie & Harriet	CBS	Fri. 9:30-10 p.m.	Young & Rubicam
Lambert Pharmacal	Abe Burrows	CBS	Sat. 7:30-7:45 p.m.	Lambert & Feasley
*Lever Bros.	My Friend Irma	CBS	Mon. 10-10:30 p.m.	Young & Rubicam
*Lever Bros.	Arthur Godfrey's Talent Scouts	CBS	Mon. 8:30-9 p.m.	Young & Rubicam
*Lever Bros.	Lux Radio Theatre	CBS	Mon. 9-10 p.m.	J. Walter Thompson
*Ludens Inc.	Strike It Rich	CBS	Sun. 9:30-10 p.m.	J. M. Mathes Inc.
Johns Manville	Bill Henry & the News	CBS	Mon.-Fri. 8:55-9 p.m.	J. Walter Thompson
National Biscuit	Paul Whiteman Record Club	ABC	Mon.-Fri. 3:30-3:45 p.m.	McCann-Erickson
Nestle's Milk Products Inc.	Paul Whiteman Record Club	ABC	Mon.-Fri. 4-4:15 p.m.	Compton Adv.
Noxzema Chemical	Mayor of the Town	ABC	Wed. 8-8:30 p.m.	Sullivan, Stauffer Colwell, Bayles
*Pharmaco	Charlie Chan	MBS	Mon. 8:30-8:55 p.m.	Ruthrauff & Ryan
*Piedmont Shirts	William Shirer	MBS	Sun. 1-1:15 p.m.	Wm. H. Weintraub
*Procter & Gamble	Beulah	CBS	Mon.-Fri. 7-7:15 p.m.	Dancer-Fitzgerald-Sample
*Procter & Gamble	Jack Smith Show	CBS	Mon.-Fri. 7:15-7:30 p.m.	Dancer-Fitzgerald-Sample
*Procter & Gamble	FBI in Peace & War	CBS	Thurs. 8-8:30 p.m.	Biow Co.
Rexall Co.	Jimmy Durante	NBC	Wed. 10:30-11 p.m.	N. W. Ayer
R. J. Reynolds Tobacco Co.	Paul Whiteman Record Club	ABC	Mon.-Fri. 3:45-4 p.m.	William Esty
*R. J. Reynolds Tobacco Co.	Screen Guild Players	CBS	Mon. 10:30-11 p.m.	William Esty
Standard Laboratories Inc.	Henry Morgan Show	ABC	Thurs. 7:30-8 p.m.	Roche, Williams & Cleary Inc.
*Trimount Clothing	Sherlock Holmes	MBS	Sun. 7-7:30 p.m.	Weintraub
Tucker Corp.	Speak Up America	ABC	Sun. 4-4:15 p.m.	Roy S. Durstine
Wesson Oil & Snowdrift Sales	Paul Whiteman Record Club	ABC	Mon.-Fri. 4:15-4:30 p.m.	Kenyon & Eckhardt

June One-Timers

Ballantine	Zale-Graziano fight	MBS	Wed., June 9 10 p.m. to conclusion	J. Walter Thompson
Gillette Safety Razor Co.	Louis-Walcott fight	ABC	Fri., June 25 10 p.m. to conclusion	Maxon Inc.

* Denotes on summer hiatus.

AUTO INTERFERENCE FOR TV IS CUT DOWN

FACTORY installation of ignition suppressors will correct auto interference with television reception, according to findings of the Committee on Vehicle Radio Interference of the Radio Mfrs. Assn.

Latest RMA tests, conducted in cooperation with the Society of Automotive Engineers, took place at Marlton, N. J., about 15 miles from Camden, where a 500 microvolt-per-meter signal was received at 7½ feet above ground from WFIL-TV Philadelphia, Channel 6 station. The tests were designed to check 1944 tests in the light of progress in TV receiver design.

Measurements were made Feb. 17 and May 5 by the committee, of which K. A. Chittick, RCA-Victor Division, is chairman. Philco and RCA receivers were used in the first test, Motorola and General Electric models in the second. Auto ignition systems must not exceed 35 microvolts if they are not to interfere with normal TV reception, it was found. By use of proper suppressors, interference can be reduced to a minimum, or entirely eliminated.

Tube Sales Decline

SALE of radio receiving tubes in May dropped seasonally from April's 18,675,364 to 14,905,097, about the same as in May 1947, according to Radio Mfrs. Assn. Tube sale by RMA members totaled 84,891,691 in the first five months of 1948, according to RMA. Of May sales, 11,014,658 went for new sets; 2,877,213 for replacements; 909,497 for export; 103,729 for government agencies.

Staff Members Named For WLIV-FM Providence

COMPLETE staff of WLIV-FM Providence, R. I., has been announced by Augustus M. Wilson, president and general manager.

Other staff members, in addition to Mr. Wilson, are, Ellsworth E. Rhodes, program director; Gus Parmet, formerly with WTUX Wilmington, Del., sports director, and Len Altman, formerly with WNAF Providence, news director. Paul Lester, formerly with WTUX, and Art Gordon, formerly with several ABC stations, including WFCI Pawtucket, R. I., are staff announcers. Sue Reid is in charge of promotion and also does a farm program. The engineering staff is headed by Joseph Jacombowski, aided by Edward Holley and Alfred Green.

Station is licensed to Colonial Broadcasting Co. and has been operating on Channel 299, 107.7 mc, with 20 kw since March 15.

XEO to 1 kw

KXEO Matamoros, Mex., 970 kc, will increase its power from 750 w to 1 kw on or about Aug. 1, Sr. Jose Maria Gonzalez, station's owner and manager, has announced. New equipment being installed includes a new transmitter and a 255-foot vertical antenna. XEO is a fulltime Spanish-language outlet.

TWO FOR ONE

WDIG's Stunt Helps Promote Dothan's 'Dollar Days'

Two dollars for one, and business was brisk.

* * *

TWO-DOLLAR bills were sold for $1.00 apiece during special events broadcasts on WDIG Dothan, Ala., as a feature of Dothan's recent city-wide "Dollar Days" sale.

Several persons, apparently skeptical, declined the 2-for-1 offer on the day of the first broadcast, WDIG reports, but on the second day it was necessary to call for additional policemen to keep the town's main street open for automobile traffic.

RESERVE unit of Armed Forces Radio Service, has been formed, with headquarters in Los Angeles. New group will be open to all qualified officers and enlisted men now in the reserve. Headquarters are at 756 S. Spring Street.

Texarkana's best radio "buy" . . . More listeners in the Texarkana area (daytime or night) than all other stations combined.

Frank O. Myers, Mgr.
KCMC and KCMC-FM

TAYLOR-HOWE-SNOWDEN
Radio Sales

He who pays the piper...

...calls the tune

and on WATV it's the merry jingle of cash registers when your product reaches the thousands of JUNIOR FROLICS television fans who daily at five line up to follow Uncle Hal's film funnies and cartoons.

WATV channel 13

serving New York and New Jersey with 50,000 watts of effective radiated power.

Promotion

ONE HUNDRED and fifty children of New York "Herald Tribune" Fresh Air Fund were entertained during trip from Albany to Glens Falls, N. Y., by Dixie Fuller, cowboy band leader from WGLN Glens Falls. Half-hour transcription of entertainment was cut by Earl Pace, manager, and Enoch Squires, public events announcer, for later broadcast on station. Children spent two-weeks vacation as guests of families of six upper New York state towns, including Glens Falls which took 59 children. Promotion of the Fresh Air Fund by WGLN included over 150 spots and 15 quarter and half hour programs, station reports.

KGNC Cook Book

COOK BOOK is being distributed by KGNC Amarillo, Tex. With over 200 pages and 1 000 recipes, book was compiled from favorite recipes sent in by listeners to "Listen Ladies" program. Each woman who sent a recipe received a book and others went in answer to requests. Name and address of the sender is printed with each recipe in the KGNC Cook Book.

Three by WILX

LETTER covering program policies and advertising advantages of WILX North Wilkesboro, N. C. is being sent out by station. Blotter, with imprint of WILX mike and facts about the station, is also being distributed. "The Voice of WILX," monthly paper distributed by the station carries program log and stories about WILX programs and people.

'Disc Jockey Hostess'

CONTEST for selection of "Disc Jockey Hostess" was conducted by WPAT Paterson, N. J., and Palisades Amusement Park. Winner serves as greeter and production director for station's "Club 93" which is broadcast from the park. Selection was made from outdoor stage at park and was based not only on face and figure but also on speech made by each contestant on why she wanted to work with Lou Steele, m.c. of the show.

'Stairway to the Stars'

SATISFYING aesthetic tastes of its listeners, KFI Los Angeles is bringing poetry literature and music to them in its newly-returned program "Stairway To The Stars." Half-hour program features readings of poetry and excerpts from world's great literature and music by organ and string ensemble. It was first aired last year as summer replacement.

Summer Show Posters

FOUR-COLOR posters, 40 by 60 inches, are plugging summer shows of ABC on WENR Chicago, before thousands of citizens who commute via subway. Bearing message "The stars shine night and day—all summer long on ABC-WENR," the posters feature such network personalities as Don McNeill, Garry Moore, Paul Whiteman and Tommy Bartlett.

MBS Brochure

GROWTH of MBS to 500-station network, as of June 1, 1948, is reviewed in 16-page brochure which has been distributed by Z. C. Barnes, MBS vice president in charge of sales, to network advertisers. Mutual asserts that with its 500 affiliated stations it can "Reach More Listeners Per Dollar, To Help You Cut Cost of Distribution."

Counter Cards

PROGRAM-product promotion is being conducted by CJCA Edmonton through use of 9 by 12 inch counter cards. For national accounts card is headed, "Hear this program." Cards are given to local distributor for use in counter and window displays with product. For local accounts card is headed, "Hear our program" and is used by retailer to promote his show. Overprints of program name and time are available in case of change.

Station Mascot

NAME THE DOG contest was conducted recently by WCNH Quincy, Fla., to select name for station mascot. Contest was plugged for two weeks during two record shows. Prizes were offered by participating sponsors on the shows, station reports, and from the 1,600 entries submitted, name "Brandy" was selected. Winners were announced and awards presented during broadcast of "Club Request" from department store window.

Window Score Cards

ALTERNATE sponsors of Jim Muzzy's "Baseball Scores" on WHBC Canton, Ohio, are promoting program through use of window score card, similar to baseball score sheet. Sponsors' names are inserted in space for team names and program name and that of sportcaster Jim Muzzy are spelled out in inning boxes. Station reports it has also increased visitor traffic to transmitter by erection of four by eight foot sign at driveway entrance which reads: "Hi! Neighbor! Welcome to our modern transmitter plant. WHBC and WHBC-FM, your good neighbors in Canton."

WLAW Brochures

AVAILABILITY of Jack Stevens, news commentator, and Polly Huse, commentator on woman's program, is being promoted by WLAW Lawrence, Mass., with brochure on each. Being given national distribution, each contains a likeness of the artist on the cover, with endorsements and other material on the two inner pages. Back carries a coverage map of WLAW and facts about the market.

'Typically British'

LOVERS of the classics who are lulled into belief they can settle down for soothing period of classical music, by opening strains of Beethoven's 5th Symphony that introduce KMGM Los Angeles "This is London" program, are due for a rude awakening. For, after a few proud classical bars, they are greeted by a wild burst of jazz . . . letting them know that London has another side. Aiming to be "typically British" the quarter-hour program features recorded popular songs of British singers.

Pocket Note Book

POCKET note book is being distributed by General Mills to stockholders. Entitled "Make a Note of It," the three fold booklet contains pictures of many General Mills products and memo pad. Text reminds recipient that he is one of the some 12,800 stockholders in company and therefore has an interest in the company's products. Question is asked, "How many can you name?"

Mat Book

NEW advertising mat book, containing about 120 TV receiver ads plus 38 illustrations, slogans, etc., has been prepared by Allen B. DuMont Laboratories Inc. for distribution to dealers for use in newspaper campaigns. Space has been provided in the 12 by 16 inch book for supplementary material to be supplied by DuMont.

WEEI 'Bright Spot'

"LOOKING for a brighter spot on the map?" is question posed by two-color WEEI Boston promotion piece. Spot, shown through magnifying glass on cover, is Boston and WEEI coverage area. Inside, spots are used to show WEEI listening compared with other stations in area. Written text explains "The best buy in Boston is WEEI . . . best by 50%!" and printed text expands on share of audience figures.

TV Brochure

DU MONT TELEVISION graphically illustrates its large screen direct view video receivers in comparison with others on the market in a new brochure titled "Just How Big Is Big?" Promotion piece is available to dealers immediately.

Miss KURV

DURING annual Fourth of July festival held at McAllen, Tex., KURV Edinburgh, Tex., entered Nancy Lou Schindler in beauty contest. Appropriate contest name for the beauty was "Miss KURV."

'Life' and NBC

FOUR-PAGE brochure advertising NBC and "Life" magazine's joint television coverage of two Presidential conventions has been distributed throughout the industry by NBC-TV.

'The New Listen'

"THE NEW LOOK" and "The New Listen" were presented by KROS Clinton, Iowa, in two color piece promoting new transmitter site, Wincharger tower and ground system. Facts on greater coverage expected and the market are also presented.

MOBILE TELEPHONE
Use by KOY Newsmen Proves Worth

MOBILE telephone unit installed in jeep of KOY Phoenix, Ariz., proved its versatility recently in coverage of train wreck at Peoria, Ariz.

KOY Program Manager Jack Williams and Promotion Director Arnold Coty beat other news gathering agencies in the Phoenix area, station reports, when they used the mobile telephone to send on-the-spot description to station newsroom. Newscaster Bill Close relayed the information to station listeners.

KWNW Commences

KWNW Wenatchee, Wash., Don Lee Network's 45th affiliate, is now on the air on 1340 kc with 250 w. Inaugural was June 15. Corporate owner of station is Apple-Land Broadcaster's, Inc., Seattle. James B. Hatfield, is president. Other executive personnel are R. B. Sutton, vice president and chief engineer; Ferd Schaaf, secretary-treasurer; and Mel C. Gaumer, general manager.

Now-COMMERCIAL Television IN SALT LAKE CITY

Wire, write or phone for details

KDYL UTAH'S NBC STATION AM-FM-TELEVISION

National Representative: John Blair & Co.

Most complete supervisory control available!

The always dependable Westinghouse 5, 10 Kw AM Transmitters

Your Westinghouse transmitter is backed up by twenty-seven years' experience in broadcast supervisory control design—*sixty* years experience in industrial supervisory control design.

That experience, together with the uncompromising Westinghouse standards of manufacturing quality, guarantees you the most advanced, most complete transmitter supervisory control system available today.

Complete Protection . . . the transmitter is protected against the effect of abnormal conditions, such as overloads, undervoltages, and insufficient forced-air cooling.

Complete Indication . . . pilot lights indicate circuit operation and the source of abnormal conditions . . . momentary interruptions, even though automatically reclosed, leave a light "on" . . . for later inspection.

Complete Sequence Interlocking . . . maintains proper sequence in the application of power when control is automatic, and prevents improper sequence when manual control is used.

Complete Utility . . . all supervisory indicators and controls are on the front panel of the transmitter, in plain view and ready for use.

These are important details in Westinghouse transmitters that help to safeguard your investment. They are further evidence of the sound Westinghouse design that keeps you on the air, cuts your power costs and increases maintenance economy.

Ask your Westinghouse salesman to demonstrate how these extra features can be used to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Penna.

Here are more features...

- **Surge-proof metal rectifiers . . . unlimited life, no replacements.**
- **True cubicle construction . . . lower installation costs . . . easier to inspect and service.**
- **Single blower cooling . . . only one external blower, supplied in duplicate, cools *entire* transmitter. (Spare blower included.)**

This service...anywhere!

. . . on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

J-02153

FIRST OF ALL . . .

Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems . . . from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

WESTINGHOUSE

Pay no more for 1,000 homes!

YES, only 54 cents buys you 1000 potential radio homes . . . in the best listening hours . . . in Canada's richest market!

Plenty of advertisers have proved these "potential" CFRB homes are really *there*, too! Local advertisers . . . who are in a position to check day to day *results* from their radio advertising . . . report solid success with CFRB. So do NATIONAL advertisers!

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that on CFRB you reach *more homes* for every dollar you spend.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

Between 6 and 7 p.m. you buy 1000 potential homes on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

Make your radio dollar work hard for you—on CFRB! You'll reach *more* potential radio homes for *less* money . . . and you'll get *results!*

CFRB

TORONTO

Ontario's favourite radio station

Representatives: *United States:* **Adam J. Young Jr. Incorporated** *Canada:* **All-Canada Radio Facilities Limited**

REALTY RADIO

Medium Effective, Realtors Find

By MARIE FORD

WHILE men in the real estate business must know their community and the values of its properties, the realtor who is to achieve outstanding success must in some way establish his firm as a household word in the local real estate world and he must also convince the public that his organization is an active one that produces results. In other words, it's up to the realtor to go out and get the business by means of successful selling methods.

What constitutes effective selling methods is to a large degree determined by the realtor's objectives and by the character of the community. That radio is an effective approach was forecast on Aug. 28, 1922, when the Queensborough Corp. used the facilities of WEAF New York to extoll the advantages of apartments in Jackson Heights, paying $100 for ten minutes of airtime.

Quite aside from the historical significance of this event, it is noteworthy that the broadcast produced a phenomenal return for its sponsor. Since then many realtors have found that radio is the pass key that unlocks the door to increased sales.

For a realtor appraising returns from use of radio, or for a realtor contemplating a radio campaign, the first consideration is whether such a campaign is or will be successful. It was with just such an attitude that the L. B. Frederick Co. Inc., Oakland, Calif., went on the air in March 1941 with a Mon.-Sat. five-minute program on KROW at 12:30 p.m. Always a firm believer in advertising, Mr. Frederick had spent more than $500 a month in newspaper classified advertising over a 12-year period.

Planning Important

In his opinion this venture into radio was a success from the very start, both in terms of sales and in listings. According to Mr. Frederick, the series produced (1) prospects, i.e., excellent leads, interested in doing business and financially able; (2) profit, with deals actually closed showing a profit of more than $1,400, or an average of more than $40 a day, and (3) listings that were excellent prospects for future sales.

Beyond this, Mr. Frederick stressed a very significant point in connection with broadcast advertising. "This program," he said, "gave my business a new human interest appeal to the point that, wherever I went, people began to call me Trader Fred, the name of the character featured on the series. Naturally it created confidence and good will which helped my sales force close deals with the least possible resistance."

The experience of this firm and others point up the necessity of a planned radio campaign. To be successful, one of the first essentials is a purpose. "Above all," said Linn P. Campbell, president of the Byron Reed Co. Inc., Omaha, "the realtor should decide what he wants to achieve through his radio time. There are several phases of the real estate business that can be benefited by radio advertising, and the best evidence of our opinion on the subject is our consistent use of the medium."

EFFECTIVENESS of radio as an advertising medium in the field of real estate is the theme of Miss Ford's article. How realtors have used radio and how effective they have found it is indicated in a series of examples which the author presents. Miss Ford formerly was editor of "Radio Showmanship."

The Byron Reed Co. was established in 1856 and covers city real estate, brokerage sales, appraisals, city property management, farm sales and insurance. When it started using radio around 1937, its twice-weekly spot announcements on WOW Omaha were to secure property listings and to acquaint the public with its active sales organization. In general, this emphasis on getting listings has become increasingly important for realtors, since the lack of new construction and the fact that demand has been greater than supply has made it difficult to get listings.

There is no question in the mind of Mr. Campbell that the firm received excellent results from its radio advertising in its drive to secure listings, and the campaign also did a great job in establishing the name of the firm as a household word in the real estate world in its part of the country.

It is significant that in all its radio campaigns the firm had a specific purpose, and on this basis it not only secured city listings, but, through the facilities of rural area stations, it secured farm sales and listings and also has successfully sold insurance.

Constant Use

Another factor which contributed to Byron Reed's success is its consistent use of the medium, and consistency is what produces the effect the advertiser wants to achieve.

Jack Wehner, Denver realtor, also holds with the theory of the value of consistent effort. He was the first Denver realtor to use radio as a method of obtaining direct sales of residential property. He began with three spot announcements a day in 1942, and results over a two-year period indicated the possibility of real promotion through radio. When the wartime paper shortage restricted the amount of newspaper space for real estate listings, Mr. Wehner went into radio on an extensive scale. Direct returns more than justified the costs.

Returns at first were not phenomenal. There were a few direct calls after each broadcast, but it was nothing sensational. However, after a year of concentrated radio advertising the firm reached the largest volume for a like period since the business was founded. Radio advertising was given credit for more than half of 500 real estate deals completed in a single month. That's a graphic illustration of the value of consistency.

Short-Term Campaigns

This is not, of course, to discount the opportunities for broadcast advertising in connection with short-term campaigns. For, example, Henry De Lugach, Oakland, Calif., realtor, used radio and newspaper in combination over a six-month period to promote a real estate development in Concord, Calif., which featured G.I. lots.

When the Denver Real Estate Exchange launched a campaign to (1) establish the term "realtor", and (2) create a backlog of real estate business for the industry, it successfully used a spot announcement campaign on five Denver stations in combination with newspaper, billboard and street car card advertising.

A striking example of the impact of a short-term campaign comes from Frank L. McGuire, in connection with the opening of a Seattle office. Over a 21-day period, the firm's message was heard on three stations 222 times, and the campaign developed (1) a sales organization of 100 salesmen, (2) scores of listings and (3) $1 million in sales.

Where can radio be used successfully is a significant question. The size of the community seems to be relatively unimportant. In Portland, Ore., Mr. McGuire is on the air about 200 times a month. While his advertising budget of $100,000 a year is divided between billboards, newspaper classified advertising and radio, he gives to radio most of the credit for the sale of more than 29,500 homes in Portland through his organization between 1917 and 1946. "I am firmly convinced," he says, "that you can contact more people per dollar invested over the radio than through any other medium. Your message reaches individuals and groups with whom it would be impossible to make contact in any other way."

THE EXECUTIVE staff of WCLC (FM) Clarksville, Tenn., gets together for a picture after getting the station underway. L to r, seated, J. G. McDonnell, program director; Mrs. James E. Charlet, wife of the general manager; James L. King, chief engineer. Standing, Billy Baker, librarian, and James E. Charlet, WCLC general manager, and vice president of the Leaf-Chronicle Co., licensee. The station operates on Channel 294, 106.7 mc, with 3.1 kw.

Realtors both in larger and in smaller communities have found radio a successful advertising medium. For example, a Yakima, Wash., realtor, Robert L. Saxton, used a 15-minute man-on-the-street program, five times a week, to obtain farm and orchard listings at the seasons of the year they were obtainable and to secure city homes and property the year around. At a time when listings were extremely hard to get, Saxton listings showed a definite increase.

In Conneaut, Ohio, to cite another example, the I. J. Miller Realty Office found that a year-after-year schedule on WICA Ashtabula produced sales and listings among the rural population to which the program was beamed. In Tulsa, Okla., the Dennis Flournoy Real Estate Co., found that a news program on KTUL was a successful advertising medium. In Washington, D. C., Leo M. Bernstein & Co. diverts almost its entire advertising budget to radio.

The geographic spread of these examples also indicates that radio can be successfully used in all parts of the country.

Many Factors Involved

How, specifically, to use radio, regardless of the size of the community or the geographic area, depends upon the realtor's purpose, the advertising budget available, and many other factors. Most realtors seem to prefer spot announcements. For example, Leo M. Bernstein's radio budget is entirely diverted to spot announcements. Morning and night, daily and Sunday, its message is on the air, and sales from each segment of the day are directly traceable to its radio schedule. Dynamic, short spot announcements are also the key to the radio campaigns of Frank L. McGuire.

While both of these firms use a heavy schedule of spot announcements, much more modest campaigns have also been effective. For example, the H. A. Wolf Co., Omaha, successfully used one night-

(Continued on page 73)

New vital link

ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

• With it—your signal from studio to transmitter now rides on air!

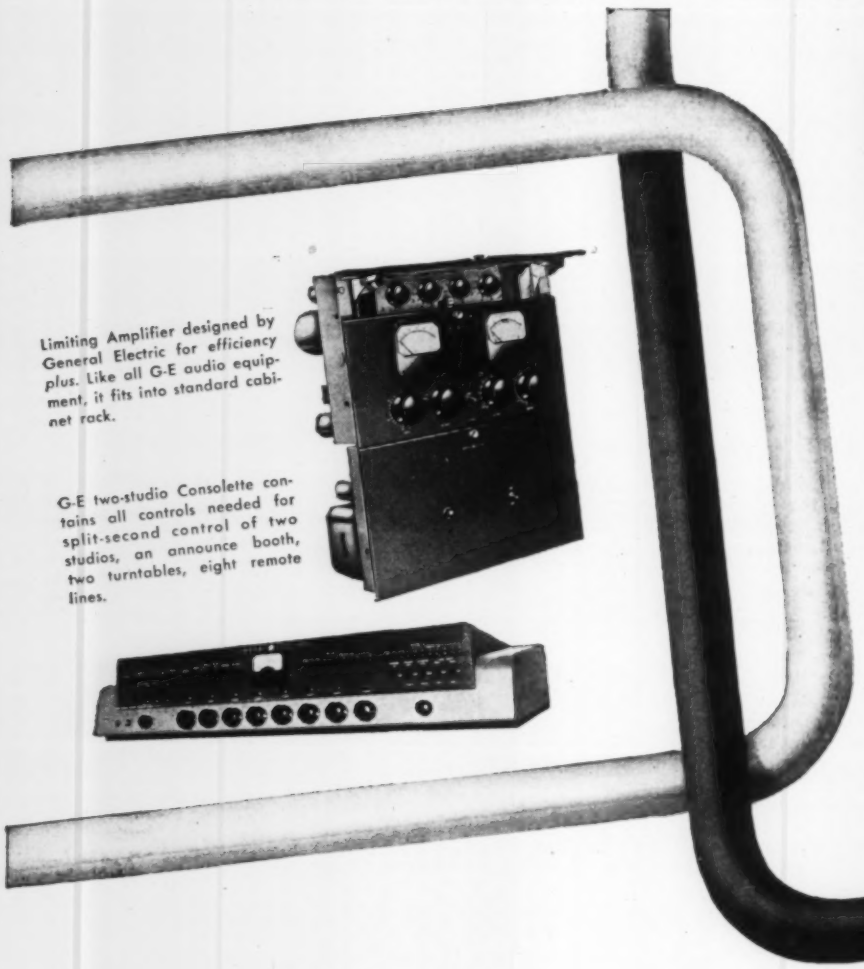
With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.

With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

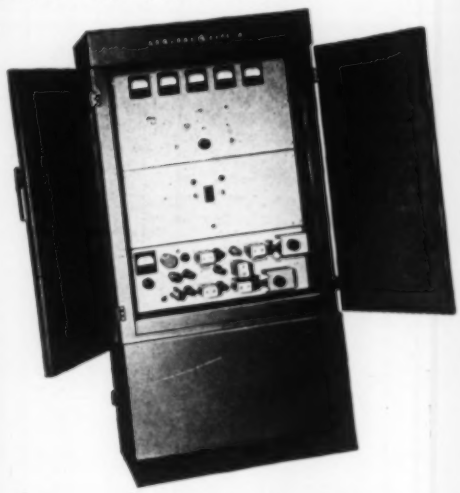
Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*



Limiting Amplifier designed by General Electric for efficiency *plus*. Like all G-E audio equipment, it fits into standard cabinet rack.

G-E two-studio Consolette contains all controls needed for split-second control of two studios, an announce booth, two turntables, eight remote lines.



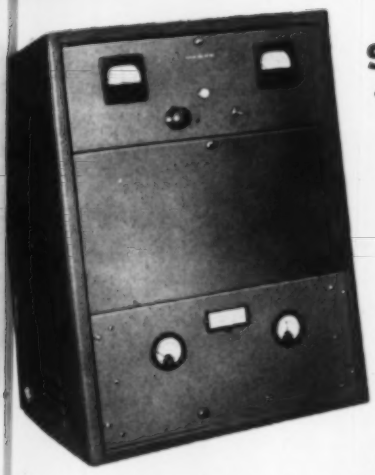
S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjustable 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment.
- Instant accessibility. All meter and tuning controls immediately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case of momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.

WHAT THE SYSTEM DOES FOR YOU . . .

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - —Less than 1% distortion from 50 to 15,000 cycles.
  - —Noise level better than 65 db.
  - —Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.

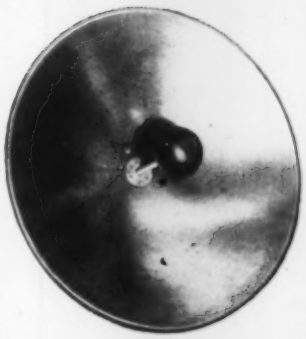
for dependable broadcasting



S-T RECEIVER

- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

10-KW FM Transmitter. A famous member of a famous family. Skillfully engineered and sturdily built—a dependable unit that has helped to bring continuing FM leadership to General Electric.



Circular FM Antenna—provides high power gain with low wind loading. This strong "Doughnut" antenna is available in 1, 2, 4, 6 and 8 bay models.

S-T ANTENNAS

- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

SALT LAKE CITY 9, UTAH—200 South Main Street
SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

For fast service call G. E.

GENERAL ELECTRIC

160-GES-6914

IN THE Unique SPOKANE MARKET

Where Only 18.9% of the Population is in Spokane-81.1% within a 150-Mile Radius

KGA's 50,000 WATTS of Protected Persuasive Power

Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

Swift Success

(*Continued from page 23*)

through Thursday, from July 5 to Oct. 8 of 1943, then added Friday for the period through December 1944. Philco picked up this 15-minute segment Sept. 3, 1945, and has been buying it ever since.

The 8 to 8:15 period, Monday through Friday, was purchased by Kay Daumit Inc. (shampoo) Sept. 2, 1946. When this contract expired August 29, 1947, the Toni Co. (home permanents) stepped in and sponsored *Breakfast Club's* opening quarter-hour until early last month when the company announced it would cancel out, effective June 25. Less than a week after Toni's cancellation General Mills signed a 52-week contract for Kix, and will take over Aug. 16.

Breakfast Club net time billings by ABC have been multiplied 10 times since Swift & Company first saw its commercial possiblities. Although the company and network both refused to give out exact figures as to this increase, BROADCASTING obtained the following combined time and talent figures from an unimpeachable source:

1941	$ 209,310*
1942	337,769
1943	842.615
1944	1,279,603
1945	1,130,408
1946	2,268.681
1947	2,956,175
1948	827,594**

* NBC billing for time only
** First three months

Estimates of Swift's outlay for time follow:

1941	$209,310*
1942	277,119
1943	421,761
1944	593,959
1945	677,666
1946	953,091
1947	997,959
1948	292 284**

* NBC
** First three months

Talent figures were not available.

Don McNeill and *Breakfast Club* completed 15 years on the air June 23. Since his inaugural, Don has been chosen America's "favorite m.c." for three years running by a nationally circulated magazine, and has been awarded honorary degrees by two colleges. He receives between 6,000 and 10,000 letters monthly. A recent note was from U. S. Supreme Court Justice William O. Douglas, written for his young daughter.

Swift & Company officials frankly admit *Breakfast Club* has been a "factor contributing to increased sales." Sales have more than doubled since the company first sponsored the program in 1941, ($1,018,000,000 in 1941 as compared with $2,248,000,000 in 1947). The 1947 total represents a 71% increase over 1946, and an all-time company record.

* * *

LAST FALL, Mr. Beatty, remembering how strongly *Junior Nurse Corps* appealed to America's young daughters, bought *Archie Andrews*, a half-hour Saturday morning strip about a high school boy. A few weeks after *Archie* took the air, *Meet the Meeks*, a family comedy-drama, was scheduled for the following half-hour, giving Swift a full 60 minutes Saturday morning. The programs, both on NBC, cost Swift about $18,500 weekly, according to a reliable report.

FOUNDER of Swift & Company, Gustavus Franklin Swift.

The company also puts "thousands" into spot announcements, particularly local farm broadcasts designed to aid stock producers.

Pioneered in TV

One of television's early sponsors, Swift pioneered a daytime home service show from WNBT New York more than a year ago. The program stars Jinx Falkenburg, famed "cover girl" and motion picture star, and her husband, Tex McCrary. Recently, a Thursday night TV variety show with Lanny Ross as m.c. replaced this show over the NBC television network, which links New York, Philadelphia, Washington, Schenectady, Boston and Richmond.

Three agencies and a company radio staff see that Swift's radio schedule is followed to the letter. J. Walter Thompson Co. handles the principal share of the *Breakfast Club*, with Needham, Louis & Brorby and McCann-Erickson taking care of some products on the show. N.L.&B. also takes care of local announcements to farmers and Swift's ice cream spot campaign. McCann-Erickson has charge of television.

Radio Director Bill Fisher, former continuity chief at WGN, the *Chicago Tribune* station, does a crack coordinating job for Mr. Beatty. He is assisted by Dave Wilder, previously an announcer, actor and producer at WSUI Iowa City.

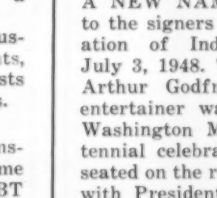
Founder of Swift & Company was Gustavus Franklin Swift (1839-1903), a native of Barnstable, Mass., who started in business with a $20 loan from his father, William Swift, a farmer. Young Swift bought a heifer with the original capital, killed and dressed it, and peddled the meat about his neighborhood in a red wagon, drawn by one horse. He cleared $10. The outgrowth of this enterprise last year had a sales total of $2,248,766,634.

New Delegate

A NEW NAME was added to the signers of the Declaration of Independence on July 3, 1948. The name was Arthur Godfrey. The CBS entertainer was m.c. at the Washington Monument Centennial celebration, and was seated on the reviewing stand with President Truman and other state and military dignitaries. One of the floats was passing out copies of the Declaration, and suddenly Mr. Godfrey found himself besieged with requests for his autograph—on the document. So now Arthur Godfrey is one with Thomas Jefferson, John Hancock, Ben Franklin and the rest.

"NATIONAL FARM RADIO FORUM," fall and winter program presented by Canadian Broadcasting Corp., has received first award of Henry Marshall Tory trophy for distinguished service to adult education. Citation praised program for adapting itself to needs of people and for being "most effective in promoting active participation in hundreds of action projects for improvement of rural life."

A RADIO HEAD- -LINER



Montana-born, educated

MYRNA LOY

Movie Actress

MONTANA HEADLINERS

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE — MISSOULA

ANACONDA BUTTE 250 W — GREAT FALLS 5 KW IN PROGRESS

MONTANA

TV Crisis

(*Continued from page 21*)

had of it was "last Friday by way of rumor."

Chairman Coy advised the attorney that the information was available and could have been obtained by asking for it, but a few hours later he corrected himself, saying he had just learned that details of the agreement were not available until recently.

The WBEN-TV counsel complained that his station would like to have rural power, which is higher than metropolitan standards, but would be precluded from it under the agreement.

The agreement was attacked again on Thursday by Attorney Louis Caldwell who questioned the wisdom of taking Channel 13 from Buffalo, with a population of over 800,000, and giving it to St. Catharine's which has 25,000.

Mr. Caldwell challenged the legality of the agreement, saying that FCC had no right to negotiate it. Chairman Coy assured him he would have a later chance to argue the issue. Shortly afterward, Mr. Coy announced that "sometime in the next week" he would issue a notice for oral argument on that subject and others, including the legality and wisdom of the current hearings.

He said that specific proposals in the present hearings would be finished on Friday (see story page 98) and there would then be a recess until July 26-27 when the general appearances will take place.

R. Morris Pierce, WGAR Cleveland vice president in charge of engineering, provoked a stir by recommending that FCC should give weight to the size of a community in making its channel allocations.

Mr. Pierce, speaking for WGAR, WJW, WHK, Allen B. DuMont Labs. and Cleveland Broadcasting Inc., presented five alternate proposals, each designed to increase Cleveland's channels by altering those of surrounding cities.

The WGAR engineer suggested that the large cities should get all of the present channels since their stations will be operating first and that the smaller cities can get high band channels later on.

Asked by FCC Counsel Harry Plotkin if he didn't think smaller cities should get TV service now, Mr. Pierce insisted that the larger areas should get first consideration.

Other areas reviewed in the Wednesday-Thursday sessions were St. Louis-Clayton, Mo.; Trenton, N.J.; Buffalo-Erie; Elmira-Ithaca-Syracuse, N.Y.; Charlotte, N.C.-Johnson City, Tenn.; and Toledo.

Hat in the Ring

WITHOUT throwing its hat into the ring, WDGY Minneapolis-St. Paul found itself right in the middle of the political arena during the *Stouffer Dinner Bell* program. The program involves telephone calls to listeners, and in the "blind" selection of numbers called at random these names turned up, the station reports: Mrs. H. D. Truman, Mrs. Robert Taft and Mrs. Edwin Dewey.

PRESS WOMEN'S GROUP AWARDS RADIO HONOR

AWARDS for radio writing were made by the National Federation of Press Women for the first time in its annual contest at the 12th Annual Convention in Minneapolis June 24 to 27.

In the program script division, Lucille Williams, Chicago, won first place with *Join the Parade*, aired on WIBM Jackson, Miss. Hallie M. Barrow of KFEQ St. Joseph, Mo., took second, and Mrs. Dorine Goertzen of KVMV Twin Falls, Ida., third. Top award winners for radio newscasts, and stations on which programs were produced, were Lucille Hastings, KLZ Denver; Beatrice Ann Gehrung, WTMJ Milwaukee, and Esther Dixon, KSIB Creston, Iowa.

Philco to Step Up Video Set Output

8,000 a Week Rate Is Predicted As New Models Are Shown

WITH a $500,000 expansion program underway in the Philco Corp.'s tube department in Lansdale, Pa., Philco officials predicted last week that video set output will be at the rate of 8,000 sets a week, or 400,000 a yea., by the end of 1948.

Philco, which last week displayed its 1949 line of radio and television sets in New York for the first time, currently produces more than 4,000 video sets a week, but by September is scheduled to meet the 8,000 production figure.

Estimating that Philco's 1948 television receiver output would run around 200,000 sets, James H. Carmine, vice president in charge of distribution, said this would represent as much as the total output of the industry last year. He pointed out that the total industry production this year was estimated at about 700,000 and indicated this would be Philco's 1949 goal.

250 Millions Mark

Retail value of the total output of TV receivers and microwave link and television station equipment will reach $250,000,000 this year, Mr. Carmine estimated. He said demand for video receivers is so great that sets are being sold as soon as they come out of the plant. The bottleneck, he added, is in installation and service. He reiterated Philco's policy of leaving servicing to the dealers.

Three new television models, 47 radio and radio-phonograph sets, and five two-tone arm sets designed for use of the new Columbia long-playing records, were included in the Philco New York exhibit.

A 12-inch direct-view television receiver, Model 1275, combines FM and AM with automatic phonograph. To retail for $675 in mahogany, the set also is available in blonde mahogany for $685. Model 1240 is a 12-inch direct-view console set, combining both AM and FM, which retails for $424.50 in mahogany, and an additional $10 for the blonde mahogany cabinet. The third video set, Model 1075, includes all of the features of Model 1275, with a direct-view 10-inch picture tube. The price is $595. In the radio and radio-phonograph lines, sets range from $18.75 to $469.50, with special emphasis on FM reception.

Accommodating the new long-playing microgroove records which play up to 45 minutes of music from both sides of a 12-inch record, four of the two-arm sets are console models, and one table combination. They are priced from $124.95 to $469.50.

WJLK-FM Asbury Park, N. J., has increased its broadcasting hours, opening at 12 noon instead of 3 p.m. and signing off at 11 p.m., seven days weekly.

"Cowboy Hymns"

"Cowboy Hymns," by The Texas Rangers, is the first album of its kind! This exciting new album by Bibletone features six outstanding cowboy hymn selections.

Just one more accomplishment of The Texas Rangers, America's largest and finest group, playing and singing Western tunes! They've built a national reputation that can be put to work for your client, through their top quality transcribed tunes. It's appropriate that The Texas Rangers music is transcribed vertically for high fidelity . . . America's only vertical cut transcriptions of Western music. You'll find them ideal for either FM or AM. They are priced right for your market, and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

REAP THE GOLDEN GRAIN!

— reach the rich buying power of the great American Wheat-Belt. The 9th successive bumper crop harvest is under way

— it's one purchase coverage for this rich grain belt, through—

5000 watts
790 kc
Colby, Kans.

KXX

Represented Nationally by
RURAL RADIO CO.

Allocations

(*Continued from page 27*)

Brantford	11
Orillia	6
Pembroke	12
North Bay	2
London	6
Chatham	12 Sm.
Windsor	9
Owen Sound	4
St. Thomas	8 Sm.
Kirkland Lake	3
Timmins	6
Sudbury	4, 5
Sarnia	13 Sm.
Sault Ste. Marie	2
Fort William	3
Port Arthur	6
Fort Francis	3
Kenora	2
MANITOBA	
Winnipeg	3, 6, 8
St. Boniface	10
Brandon	4, 9
SASKATCHEWAN	
Yorkton	6
Regina	2, 5, 9
Moose Jaw	4, 7
Watrous	3
Saskatoon	6, 8
ALBERTA	
Medicine Hat	6
Lethbridge	3
Lacombe	8
Calgary	2, 4, 10, 12
BRITISH COLUMBIA	
Trail	3
Nelson	8
Kelowna	4
Vernon	6
Kamloops	7
Chilliwack	13
Penticton	2
Vancouver	6, 8, 10
Victoria	12
Port Alberni	5
Prince Rupert	3, 7

Sm. means 1 kw, effective radiated power at 500 feet above average terrain.

Tentative U. S. Allocation Plan (Within 250 miles of Canada-U.S. border).

WASHINGTON	
Seattle	2, 5, 7, 11
Spokane	2, 4, 5, 7, 9
Bellingham	3
Aberdeen	3 Sm., 6 Sm.
Yakima	3, 6, 8
Tacoma	4, 9, 13
Wenatchee	10
Walla Walla	11, 13
OREGON	
Portland	3, 6, 8, 10, 12
Pendleton	2, 4
Astoria	7 Sm.
The Dalles	11
SOUTH DAKOTA	
Aberdeen	3, 5, 7, 11
MINNESOTA	
Minneapolis-St. Paul	2, 4, 5, 7, 9, 11
Bemidji	2, 5
Duluth	3, 6, 8, 10
Grand Rapids	4
Fergus Falls	4
Willmar	6
International Falls	7, 12
Hibbing	9 Sm., 11 Sm., 13
St. Cloud	10 Sm., 12 Sm.
Detroit Lakes	8
MICHIGAN	
Ironwood	12
Iron Mountain	13
Calumet	4, 5, 7
Travers City	2, 10
Sault Ste. Marie	5, 8, 12
Detroit	2, 4, 5, 7
Bay City & Saginaw	3, 8, 13 Sm.
Flint	11
Port Huron	10 Sm.
Lansing	6
Kalamazoo	3
Grand Rapids	7, 9
Minominee	7
Marquette	3, 9, 11
Escanaba	6
Jackson	10 Sm.
Muskegon	12 Sm.
IDAHO	
Lewiston	3, 8, 10
Coeur d'Alene	12
MONTANA	
Kalispell	2, 4, 7
Harve	2, 4, 5, 7
Billings	2, 4, 5, 7
Butte	2, 4, 5, 7
Helena	10, 12
Great Falls	3, 6, 8
Missoula	9, 11, 13
Miles City	3, 6, 8
Bozeman	9, 11
Lewistown	10, 13
NORTH DAKOTA	
Bismarck	2, 4, 5, 7
Valley City	2
Minot	3, 6, 8, 10
Williston	2, 4, 7
Grand Forks	7, 9, 11
Devil's Lake	4, 5, 12
Dickinson	9, 11, 13
Fargo	6, 10, 13
Jamestown	8
WISCONSIN	
Ashland	2
Green Bay	2, 4
Chippewa Falls	3
Wausau	6
Rhinelander	8
Sheboygan	13
Eau Claire	3
Appleton	5
WEST VIRGINIA	
Wheeling	12
Parkersburg	4
Clarksburg	9
MARYLAND	
Hagerstown	3 Sm., 6 Sm.
Cumberland	2
PENNSYLVANIA	
Reading	5
Lancaster	4
Allentown	8
York	8 Sm.
Harrisburg	10 Sm.
Scranton	3, 11
Williamsport	2, 13
Altoona	4, 7, 9
Erie	12
Pittsburgh	3, 6, 8, 10
Johnstown	13
Dubois	5, 11
INDIANA	
Indianapolis	3, 6, 8, 12
Fort Wayne	2, 4, 7, 9
South Bend	10 Sm., 12 Sm.
OHIO	
Akron	7
Columbus	3, 6, 10
Cincinnati	2, 4, 7, 11
Cleveland	2, 4, 5, 11
Canton	9
Dayton	5, 13
Springfield	8
Hamilton	9
Youngstown	13
Toledo	13, 11 Sm.
Marion	12
NEW YORK	
Buffalo	4, 7, 9
Albany	2, 4, 7, 9, 11
Syracuse	5, 8, 10
Utica	3, 13
Plattsburg	2 Sm.
Ogdensburg	4
Watertown	12 Sm.
Elmira	4 Sm., 9 Sm.
Binghamton	7 Sm., 12
Rochester	2, 6, 11
VERMONT	
St. Albans	13
Burlington	5, 8
Montpelier	10
Rutland	6 Sm.
NEW HAMPSHIRE	
Manchester	10 Sm.
Concord	12
Mount Washington	7, 9
MAINE	
Portland	3, 8, 11
Lewiston	5
Augusta	13
Waterville	2
Bangor	4, 6, 9, 12
Presque Isle	3, 7, 13
Calais	5
Greenville	8 Sm.
Holton	10
Fort Kent	11
CONNECTICUT	
Waterbury	12
Hartford	8, 10
RHODE ISLAND	
Providence	11
MASSACHUSETTS	
Boston	2, 4, 7, 9, 13
Lowell	6
Worcester	5
Springfield	3
Fall River	8 Sm.
ALASKA	
Ketchikan	6, 9

Note

Canada will initiate action via Canadian Department of External Affairs.

United States wants letter from Department of Transport as soon as possible requesting:

1. Remove #13 from Buffalo for Canadian use in St. Catharines, Ontario.
2. Change #9 Cleveland, Ohio, to Canton, Ohio, to reduce interference to Windsor, Ontario assignment.

CHICAGO PUB PATRONS LIKE BASEBALL ON TV

TELEVISED baseball in Chicago has more attraction for patrons of taverns than for homebodies, a new study by WBKB, the Balaban and Katz video station reveals.

Results of an after-game survey conducted by telephone to determine audience size during telecasts of six Chicago Cubs games by both WBKB and WGN-TV, the *Chicago Tribune* station, show that 71% of the 905 owners in public places had their sets turned on. A pre-game check of 178 owners revealed only 52% were using their receivers.

Only 22% of 78 homes contacted before game-time had sets in use, but this figure was upped 5% after "play ball" was called. During the game, 213 home viewers averaged 2.6 per set as compared with 6,320 public viewers with a 9.8 average per tavern.

THE NUNN STATIONS

"Sell" in the populous, basic, areas of their respective markets. These stations also maintain excellent promotion departments. Add them to your "Sales-Force"• They will produce!

The Nunn Stations

KFDA (ABC) *Amarillo, Texas*
WBIR (ABC) *Knoxville, Tenn.*
WLAP (ABC) *Lexington, Ky.*
WMOB (ABC) *Mobile, Ala.*
WCMI (CBS) *Ashland, Ky.*
Huntington, W. Va.

—OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN—

• KFDA, WBIR, WLAP & WCMI—represented by the John E. Pearson Co.
WMOB—represented by The Branham Co.

CHNS

HALIFAX NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—NOW!

JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do

ASK HIM

Mutual Aid Pact Signed in L. A.

MUTUAL cooperation pact between W6XAO, Hollywod television outlet of Don Lee Broadcasting System, and the Los Angeles *Examiner* was announced last week by Lewis Allen Weiss, vice president and general manager of Don Lee and Richard A. Carrington Jr., publisher of paper.

Under agreement, each agrees to make available to the other party joint exploitation, source materials plus professional and technical staffs. Specifically, paper will derive four daily station break telecasts of the *Examiner* masthead. *Examiner*-sponsored events such as the Olympic Game swim tryouts, professional football games, etc. become exclusives for station.

W6XAO will also make available any of its owned film to the *Examiner*. KHJ standard Don Lee outlet will give *Examiner* credit on all newscasts as one of its news sources. City desk of paper and newsroom of stations will exchange tips and Don Lee telecine newsreel cameramen will thereby be provided with tips before actual news flashes might reach them.

Local and International News Photo stills will also be made available to W6XAO after proper clearances have been obtained. Until its formal commercial license comes through, call letters W6XAO will continue in force; with FCC approval of its formal license station to be known as KTSL.

ABC Promotions

PROMOTION of three engineering department personnel in ABC's Central Division headquarters in Chicago was announced Thursday. William H. Cummings, control room supervisor, becomes operations supervisor. Robert B. Whitnah, former assistant station engineer of WENR-FM, has been named station engineer for WENR-TV as well as the FM station. Byron Speirs, master control room engineer during daylight saving time operations, is now recording supervisor.

WNDR

THERE'S THAT VOICE AGAIN!..

BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg.
Al Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.

STRIKE COVERAGE
Three Iowa Outlets Combine To Air News

THREE Iowa stations staged triple-play demonstration of teamwork in news coverage which stations report may have set new record of cooperation among competing stations.

When rioting broke out at strike-bound Rath packing plant in Waterloo short time before KAYX, Waterloo daytimer, signed off for night, Manager Al Triggs relayed bulletin to WMT Cedar Rapids and that touched off the triple play. WMT's news department went into action, breaking net show to bulletin fatal shooting of one Rath striker minutes after KAYX had aired first break on story.

While WMT News Director Jim Bormann and Newsman Howard Anderson flew to Waterloo, line was set up for remote feed from KAYX studios to WMT.

Mr. Bormann covered developments on picket line, and KAYX News Editor Cole McMartin observed militia mobilizing at armory. Mr. Anderson, Mr. Triggs and several KAYX staffers teamed up at studio to feed several station-break bulletins to WMT listeners.

Regular ten o'clock WMT newscast originated in KAYX studio on remote basis with Mr. Anderson telling story of violence reported by Mr. Bormann and Mr. McMartin. Mr. Anderson also interviewed Mr. Triggs who had "eye-witnessed" shooting at plant gates.

Triple play was completed later when KIOA Des Moines set up line to Cedar Rapids, and WMT 10 o'clock newscast (which had been dubbed on disc) was piped to Des Moines for rebroadcast.

VIDEO GAINING SPEED KRAFT TELLS AD CLUB

"TELEVISION is gathering momentum with the speed of an atomic chain reaction," Warren E. Kraft of Honig-Cooper Advertising Agency, told the Seattle Advertising and Sales Club, July 6 at the third in the club's summer series of "brass-tack meetings." Mr. Kraft warned that television is on its way faster than most West Coast advertising men realize, and that it is rapidly becoming a highly effective medium.

Acknowledging that video advertising is expensive at present—"and will be until the industry finds itself"—the agency executive called television a challenge to radio and other advertising media. He commented that advertisers must get accustomed to new charges, but observed that the profit return per dollar invested would soon be on a par with other media.

John Hogg, electronic engigneer for GE, who shared the program with Mr. Kraft, predicted that by 1954 there would be in existence a television network connecting Los Angeles, San Francisco, Seattle and Spokane.

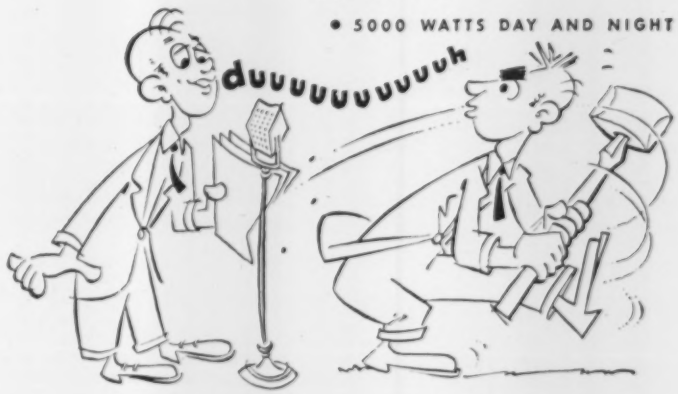
SPONSORSHIP of teen-age carnival groups throughout the U. S. by CBS' "County Fair" in conjunction with the nationwide "Junior Achievement" program is discussed at a recent New York session by these key officials, l to r: S. Bayard Colgate, chairman of Colgate-Palmolive-Peet Co. and chairman of Junior Achievement Inc.; William S. Paley, chairman of CBS board; Thomas D'Arcy Brophy, president, Kenyon & Eckhardt, and George O. Tamblyn, executive director, Junior Achievement Inc.

Finance Group Reviews NAB Monetary Situation

NAB's finances, based on a $790,000 estimated income and about $750,000 expenditure for the year, were reviewed Wednesday at a meeting of the board's Finance Committee held at NAB Washington headquarters. Proposals for expansion of some operations were considered and recommendations will be submitted to the board at its autumn meeting.

Attending the meeting, besides NAB administrative officers, were Clair R. McCollough, WGAL Lancaster, Pa., chairman; T. A. M. Craven, WOL Washington; John F. Meagher, KYSM Mankato, Minn.; Harold E. Fellows, WEEI Boston. Harry R. Spence, KXRO Aberdeen, Wash., was unable to attend.

25TH ANNIVERSARY KFH WICHITA, KANSAS
• 5000 WATTS DAY AND NIGHT



STUTTERING AND STAMMERING ARE TABOO

Have you listened to your commercials lately? We don't mean the test-runs that you use to see if they sound as good as they read; chances are you have good announcers to test them out before you release the final draft to the stations on your schedule. How about the station announcers that put your living words on the air? Many a vibrant message has been butchered at the mike, but NOT on KFH. It's a cardinal sin on this station to read ANY script without careful study in advance of the broadcast. No announcer ever goes on the KFH air until he has proven his ability to the satisfaction of our production manager, and that gentleman is a tough cookie, as many announcers on other frequencies can testify.

Let us put your message on the air to the big KFH audience . . . a Petry man can give you the details.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE
CBS IN WICHITA, KANSAS, 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

KFH

REPRESENTED NATIONALLY BY PETRY

Veterans and the Airlines

TODAY, over 60 per cent of the men employed by the 35 Established Airlines are veterans of World War II. A total of over 30,000.

This is as it should be. The 35 Established Airlines, 18 of which were certificated for service by the Civil Aeronautics Board since war's end, faced a serious need for trained ground and air personnel because of the tremendous expansion of the public's air transportation needs since 1945. Thanks to the veterans, the Airlines had their manpower problem solved for them.

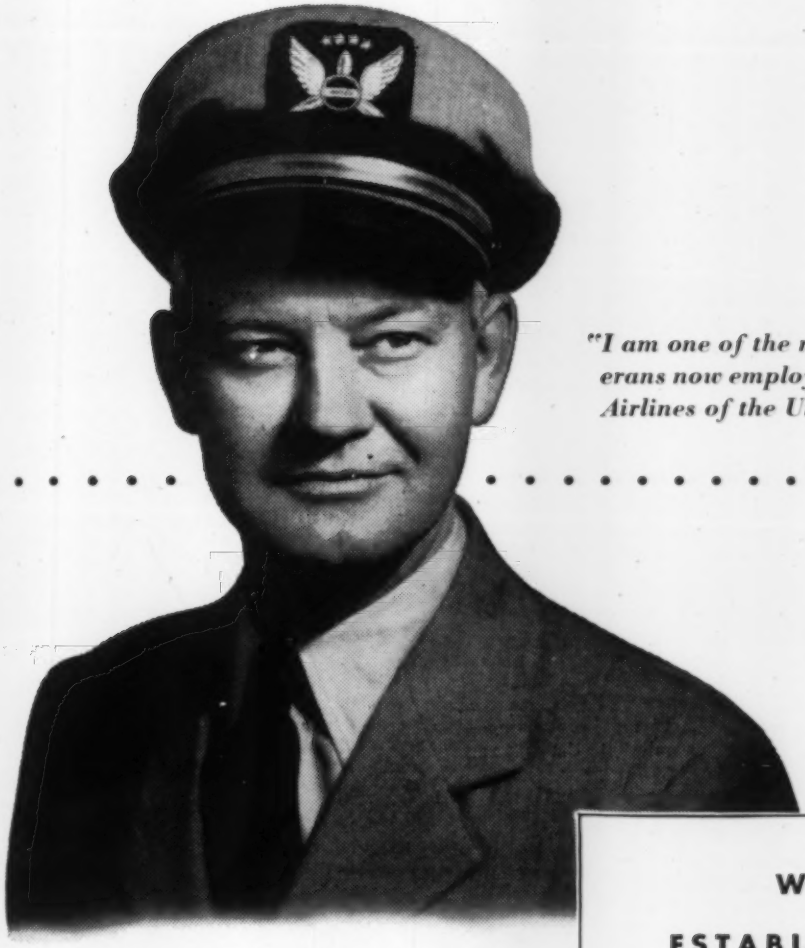
There are outstanding opportunities for these veterans IF the Established Airlines continue and expand on an economically sound basis.

The Established Airlines lost $22,000,000 in 1947 due to new equipment costs, despite their substantial development of traffic. Nevertheless, charged as they are, by government regulations, with the responsibility of public service, the Established Airlines are constantly adding planes and improving their service to the American people. Today, approximately 1000 Established Airlines' cargo-passenger and all-cargo planes give direct mail, express, and cargo service to over 400 U. S. cities. Within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines' freight fleets.

Yet today, the "rights to the future"—not only of veterans employed by the Established Airlines, but of all employees of these Airlines—are jeopardized by an application now before the Civil Aeronautics Board. Five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate existing air freight service—not to 400 cities but—to major shipping areas *only*. "The cream of the crop" traffic is all they seek, as they do not propose scheduled freight service to several hundred *smaller cities*. The Established Airlines must depend on business acquired in these big centers to help offset the cost of serving hundreds of smaller communities.

The Applicant Air Freight Lines' proposal is at variance with the philosophy underlying the Civil Aeronautics Act of 1938. That philosophy is that "public necessity and convenience" can best be served—not by wasteful, excessive competition, but by *regulated* competition. Our government does not formulate laws for the benefit of the few, but for all. It does not favor statutes that permit one group of a transportation system to "skim off the cream" of big city freight patronage and fail to serve smaller communities where the profit is far less. The philosophy has proved its ability to develop an economically sound railroad system and strong motor transportation, as well as an air transportation system for America second to none.

Excessive and economically unsound competition would certainly not serve the interest of the 30,000 veterans employed by the Established Airlines. Be-



"I am one of the more than 30,000 veterans now employed by the Established Airlines of the United States."

cause it would jeopardize the possibility of economically sound air transportation, unregulated competition would not serve the public. And it would seriously weaken the economic structure of the Airlines—so vital to national defense. The Established Airlines today offer substantially more air freight space than is being used. They stand ready to expand freight facilities as rapidly as required.

WHO ARE THE ESTABLISHED AIRLINES?

They are those 35 airlines certificated by the Civil Aeronautics Board for regular scheduled passenger and cargo service to large and small communities throughout the U. S., providing a service based on public convenience and necessity, and the needs of the national defense.

THE ESTABLISHED AIRLINES OF THE UNITED STATES

Alaska Airlines
All American Aviation, Inc.
American Airlines, Inc.
American Overseas Airlines, Inc.
Braniff International Airways
Canadian Pacific Air Lines, Ltd.
Capital Airlines
Caribbean-Atlantic Airlines, Inc.
Challenger Airlines, Inc.
Chicago and Southern Air Lines, Inc.
Colonial Airlines, Inc.
Continental Air Lines, Inc.
Delta Air Lines, Inc.
Eastern Air Lines, Inc.
Empire Air Lines, Inc.
Florida Airways, Inc.
Hawaiian Airlines, Ltd.
Inland Air Lines, Inc.
Mid-Continent Airlines, Inc.
Monarch Air Lines, Inc.
National Airlines, Inc.
Northeast Airlines, Inc.
Northwest Airlines, Inc.
Pacific Northern Airlines, Inc.
Pan American-Grace Airways, Inc.
Pan American World Airways System
Piedmont Airlines
Pioneer Air Lines, Inc.
Southwest Airways Co.
Trans-Canada Air Lines
Trans World Airline
United Air Lines, Inc.
Western Air Lines, Inc.
E. W. Wiggins Airways, Inc.
Wisconsin Central Airlines, Inc.

See August 2 issue of
BROADCASTING

FYI

The Radio Salesman's Dream

FYI

An Agency Natural

FYI

The Sponsor's Delight

FYI

For the Whole Family

PRODUCED BY

Ed Hart & Associates
1737 H STREET, N.W.
WASH., D. C. • RE. 4312

Philadelphia Coverage

(*Continued from page 29*)

minute commentaries direct from Philadelphia by Sen. Warren G. Magnuson, the state's Democratic senator, it will be presented each evening during the Democratic Convention for the benefit of Washington State listeners. The commentaries, similar to those presented by the other Washington senator, Harry P. Cain, during the Republican Convention, will supplement network coverage. They will be made possible by what is thought to be the longest direct line feeding any local station from Philadelphia.

WOL Washington

Albert L. Warner, director of news for WOL Washington and chief of MBS' news bureau in the Capital, will originate his Mon-Fri. *Washington Today* program, 6 p.m., from the Democratic Convention this week. The program, sponsored by the Bituminous Coal Institute, extended similar coverage of the Republican Convention.

Continental FM Network

Continental FM Network will relay the entire Democratic Convention to more than 55 stations, as it did the Republican conclave. Schedule calls for a 15-minute news wrap-up each morning before that day's sessions open, a Convention roundup at 5:45 p.m. daily and a complete review of the day's activities at 11:30 p.m. Continental's reporters will work under supervision of the network's chief correspondent, Joe McCaffrey, as they did at the GOP meeting. Commentaries and analyses are to be held to a minimum.

States Rights Network

Issue of states rights has prompted Southern stations to bind themselves together during the Democratic National Convention as the States Rights Network, which will bring listeners in Mississippi and possibly other Southern states direct one-hour daily broadcasts from Philadelphia. Members of the impromptu network include WVOK Birmingham, WJXN Jackson and other stations planning to join forces. The States Rights Network planned to commence feeding an hour program, consisting of interviews, highlights of the day's affairs and commentaries by leading Southern statesmen to home listeners yesterday (July 11).

WAPI Birmingham

Sen. John J. Sparkman (D-Ala.) will provide a word picture of convention proceedings for his constituents through regular commentaries from the scene, according to Capital advisers. He is reported to have agreed to make the broadcasts over WAPI Birmingham.

Forever an M. C.

NOT EVEN when serving in the dignified role of usher at a church wedding is Henry Hickman permitted to forget he is m.c. of *Club 1300* on WFBR Baltimore. The principals in the wedding remembered well his professional capacity with the station. For he had introduced the bride, Fashion Commentator Anne Gordon and the groom, Gerald Eyth, volinist in the *Club 1300* orchestra. One of the guests appeared more interested in his part in the show than in his ushering abilities. As he solemnly ushered a small elderly lady down the aisle to her pew he felt a light tap on his arm. Dutifully he bent, straining to catch the softly-spoken question. "Mr. Hickman," she whispered, "could you get me two tickets to *Club 1300*?"

Station Sales

(*Continued from page 28*)

owned the other half interest. Mr. Kerr will have control, increasing his interest from 30 to 56.6% while his wife, Grace, will have 3.4%. Other stock interests will be held by the following, all identified with Kerlyn Oil Co. of which Mr. Kerr is president: T. M. Kerr, his brother, about 13.8%; D. A. McGee, 15%; T. W. Fentem, 7%; Dean Terrell, 4.2%. Mr. Kerr also is president and substantial stockholder of All-Oklahoma Broadcasting Co., a Tulsa AM applicant. The Gaylord group and the interests they held in WEEK are as follows:

E. K. Gaylord, Oklahoma Publishing Co. president, 26-2/3%; Edgar T. Bell, secretary-treasurer and business manager of the publishing company, 16-2/3%; J. I. Meyerson and Leland S. Vance, also of the publishing firm, 3-1/3% and 1-2/3%, respectively, and Hugh B. Terry, manager of the company's KLZ and assistant secretary of its KVOR, 1-2/3%. Sales price: $37,500 plus one-half of net quick assets.

WLAU Laurel, Miss. (1490 kc, 250 w)—Hugh Smith, general manager and 18% owner, acquires control (50.18%) through the purchases of 32.18% from the other present stockholders, while Hubert Leggett, in the retail furniture business in Laurel, acquires the remaining 49.82%. Total price: $31,780. Mr. Leggett will be commercial manager succeeding W. C. DeHority, who has resigned, according to the transfer application.

WLOB (FM) Claremont, N. H.—Granite State Broadcasting Co., licensee of WKBR and WKBR-FM Manchester, N. H., buys WLOB (FM) for $30,000 from Lincoln O'Brien (90%) and his wife Frances (10%). Granite State is a Claremont AM applicant.

WLCX LaCrosse, Wis. (1490 kc, 250 w)—James J. Conroy, president and chief owner of KBIZ Ottumwa, Iowa, president of WBIZ Eau Claire, Wis., and minority stockholder of WSBR Superior, purchases 52% interest held by members of the Berg family, who have been active in the station's operation. They are: Margaret B. MacLennan, president; Hector C. Berg, vice president; Eutelle W. Berg, general manager; Millard W. Berg, commercial manager, and Frences L. Berg. The 48% interest held by eight other stockholders is not affected. Mr. Conroy, an attorney and publisher, formerly headed WDSM Superior.

New WVET Studios

WVET Rochester, N. Y., a Mutual affiliate, moved June 29 to studios in the newly-completed Clinton Building at 17 Clinton Avenue South. The 38-member staff has taken over the entire seventh floor, which includes 12 offices, three large studios and two dual control rooms. Each modern studio is being equipped with advanced soundproofing, double-paned windows, set in sponge rubber and air conditioning equipment.

SETON HALL COLLEGE, South Orange, N. J., is offering undergraduates a program of studies in communications covering radio, the theatre, television and the press.

LET FORJOE *Prove*
WMIN SELLS
MINNESOTA'S BETTER HALF
AT
LOWEST COST!

Do you want fancy talk or results? There's only one answer. That's why we're sure you'll want to ask a Forjoe man to make good on the statement above. And make good he can! Because WMIN does deliver listeners at lowest cost in the Metropolitan Minneapolis-Saint Paul Market where nearly half Minnesota's retail sales are made. And WMIN gives you high-power FM at no extra cost. Ask Forjoe about WMIN.

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RADIO STATIONS

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FOR YOUR UNSOLD
AIR TIME

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A HIGHLY RECOMMENDED PROVEN PRODUCT ON WHICH WE WISH TO EXPAND OUR COVERAGE. WRITE FOR DETAILS TO, MR. BURTON

LION SALES CO. INC.
1650 BROADWAY N. Y. 19, N.Y.

Realty Radio

(Continued from page 63)

ly spot announcement on KBON Omaha over a period of years. In this campaign to push real estate loans, building management, insurance, etc., the firm featured a personal message from Harry A. Wolf, its president. One factor which contributed to the success of the campaign was that the spot announcement was aired between two popular newscasts.

Since the effectiveness of a spot announcement campaign depends in large measure upon the listening audience of the program which precedes and follows it, the element of time selection is important. When the Byron Reed Co. began its first radio campaign, it used 60- and 100-word spots on WOW Omaha twice weekly, and, limited though its use of advertising on the air then was, it was in part effective because the announcements were heard between a noontime newscast and a man-on-the-street interview program, both popular in the area. Since then the firm has used other spot announcements on WOW morning programs in midweek, as well as announcements on Sunday afternoon and evening, but it consistently carried through with its noontime spot. It also has used some programs such as a Sunday afternoon sportscast, but its emphasis has been on spot announcements which precede or follow network programs with large audiences.

The form of the spot announcement also is important. In the case of Byron Reed it features a snappy recital of a list-ing, with most case histories pointing up how a sale was effected within a few days. All claims made in the copy are backed up with factual proof taken from the files. All copy stresses *action* until the the word became closely associated with the name of the company.

This, in general, is the copy approach followed by most successful users of radio in the real estate business. Most of them use a combination of specific listings plus information about the firm that will increase listings and sales. For example, Jack Wehner, Denver, in his nine quarter-hours of news broadcasts a week and his two 100-word spot announcements daily, featured three houses in different price brackets each day, and there was seldom a day in which at least one of the listed houses was not sold. In addition to the listings, copy pointed up the advantages to the property owner to list with the firm.

From Spots to Programs

Because of the word limititation of the spot announcement, realtors have in many instances gone on from spot announcements to program sponsorship. Many use spot announcements in combination with a program. At any rate, if the budget is up to it, sponsorship of a program has much to recommend it, in that the sponsor gets the credit for the editorial content of his program, and with more time at his disposal, there is more time to get the commercial message across to the listener.

If the realtor does use a program, it should be one with broad, general appeal, since his market is the public. Music falls in this category, and it was the music of Guy Lombardo, transcribed, that Stevens & Co., Charlottesville, Va., offered WCHV Charlottesville listeners. News also is in this class, and when the Dennis Flournoy Real Estate Co., Tulsa, Okla., offered KTUL Tulsa listeners the 8 a.m. newscast, six days a week, it could do so confident that its message would be heard by a large percentage of the general public.

In determining the frequency with which a program is aired, the same factors which determine the frequency of a spot announcement campaign are involved. Naturally, the more frequently a message is heard, the greater its impact. But only where business volume justifies the expense of a daily program schedule is it to be recommended. Good results can be achieved on a weekly schedule. On this basis, the H. C. Louis Agency, real estate and insurance, used a weekly half-hour program of music on KROW Oakland, Calif., 11:30 a.m.-12 noon each Sunday. Another realtor, Fred T. Wood Inc., used a quarter-hour of Sunday music on the same station.

In the selection of a type of program, and in determining the frequency with which it is aired, as well as the day and time for its airing, the realtor should consider who it is he wants to reach, and how great the impact need be to induce action. While realtors seem to have a preference for Sunday morning time, on a weekly schedule, the important thing is to select time and program on the basis of the availability of the type of person the realtor wants to induce to act.

This same factor applies to the

(Continued on page 76)

POLKAPALPITATING

Show in 2/4 Time Captures 'PT Ville'

CONNECTICUT is tapping its foot in 2/4 time these days, all because of a popular daily program on WMMW Meriden. *PT-Polkatime* was one year old June 9 and a few days later the station held a big bring-your-own-lunch picnic for the "residents of PT Ville," which consists of 61 towns and cities and four states.

First opening for *Polkatime* was "Now is the time for all good men to come to the aid of their polka." Polkannouncer Jim Dunham told listeners—in rhyme—that polkas would be played for all who sent in a request in poetry. Polka-loving poets arose all over Connecticut and surrounding states. The area is now "PT Ville."

The show went from 15 minutes to a half hour and the opening is now: "Greetings, mates, let's congregate. It's time to Polkapalpitate." There is now a *Polkatime* Club with members getting together once a week, with dances, contributions to worthy causes, and membership pins all a part of the Polka Fraternity of WMMW.

Immobile Units

TWO IMMOBILE units—automobiles—were temporary studios for five and a half hours, when WEEK Peoria, Ill., was cut off from its transmitter. The telephone cable between studios and transmitter was cut off by heavy rains, but the staff drove two autos to the transmitter building, parked them outside, and rigged up studios inside them. One turntable in the building was forced into double duty for transcribed shows. Broadcasts originated from either "Studio Studebaker" or "Studio Mercury," and not one minute of commercial time was lost.

See August 2 issue of BROADCASTING

FYI

It's New and Original!

FYI

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FYI

It's Informative! It's Dramatic! It's Terrific!

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ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN-FM

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GENERAL MANAGER
Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

KFMB
sells
SAN DIEGO
...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Demo Seats

(*Continued from page 29*)

Convention are the following:

Asterisk indicates party to whom a seat has been assigned.

*Bill Henry, CBS, Chairman, Convention Committee.
*Harold McGrath, Superintendent, Senate Radio Gallery.
*Robert M. Menaugh, Superintendent, House Radio Gallery.
*Robert C. Hough, Assistant Superintendent, Senate Radio Gallery.
*Monte Bourjaily Jr., Assistant Superintendent, House Radio Gallery.
*Miss Rossella Donohue, WLW Cincinnati, WINS New York, Secretary, Convention Committee.
*Albert Warner, MBS, Chairman, Executive Committee.

ABC, 30 Rockefeller Plaza, New York: *Martin Agronsky, *Hilmar Baukhage, *Tris Coffin, *Pauline Frederick, *Taylor Grant, *Walter Kiernan, *John Madigan, *Thomas Velotta, Julian Anthony Erwin Canham, Donald Coe, Ernest Cuneo, Art Donegan, John Edwards, Gordon Fraser, Arthur Gaeth, Don Gardiner, John Kennedy, William McSherry, Henry Morgan, Earl Mullin, Cornelius O'Dea, Drew Pearson, Richard Rawls, Paul Scheffels, Virginia Shisler, Walter Winchell, *Charles Barry, *Jack Beall, *Elmer Davis, *Earl Godwin, *George Hicks, *Robert Kintner, *Bryson Rash, Philip Alampi, Robert Brown, David Carr, Burke Crotty, Marshal Diskin, John Dwyer, Doris Fleeson, Dorothy Fuldheim, George Gallup, Beatrice Gudridge, Dorothy Kilgallen, Ted Malone, Paul Mowrey, William Neel, Jack Pacey, Sam Pettengill, Michael Roshkind, Bert Schwartz, David Wills, Harrison Wood, Miss Peg Eck, Tex McCrary, Richard Rendell.

Arrowhead Network, Duluth, Minn., also representing WISC Madison, Wis.; WEBC Duluth, Minn.; WEAU Eau Claire Wis.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis.; KVOL Lafayette, La.; *George Reedy.

BBC: *Leonard Miall.

CBS, 485 Madison Ave., New York: *Griffing Bancroft, *Charles Collingwood, *Douglas Edwards, *Don Hollenbeck, *Richard Hottelet, *Don Pryor, *Willard Shadel, *Lowell Thomas, Prosper Buranelli, George Herman, Theodore Koop, Larry Lesueur, Edward Scott, Henry Wefing, Clarence Worden, *Ned Calmer, *William Downs, *Joseph Harsch, *Quincy Howe, *Edward Murrow, *Eric Sevareid, *Howard Smith, Margaret Arlen, Wells Church, Everett Holles, Bill Leonard, Lee Otis, Davidson Taylor, Joseph Wershba, Jesse Zousmer.

Erwin News Service, Washington, D. C.: *Robert Erwin.

Midsouth Network, Columbus, Miss.: *Bob McCraney.

Edward Hart & Assoc., Washington, D. C.: *Edward Hart, Eugene Hart.

Iowa Tall Corn Network, Des Moines, Iowa: *William Jacobsen.

KBUR & KBUR-FM Burlington, Iowa: *Richard Plock, James Schramm.

KDKA Pittsburgh, Pa.: *Donald B. Hirsch.

KELA Centralia-Chehalis, Wash.: *J. Elroy McCaw.

KFH Wichita, Kan.: *George Gow.

KFWB Los Angeles, Calif.: *Ciete Roberts, Harry Maizlish.

KGEZ, Montana Assn. of Boradcasters, Kalispell, Mont.: *Don Treloar.

KGFW Kearney, Neb.: *George Kline.

KIOA Des Moines: *John Boler, Donn Clayton.

KLZ Denver: *Bill Folger.

KMPC Los Angeles: *Joe Micciche.

KOMO Seattle: *Rudolph Block.

KQV Pittsburgh: *Bill Burns, Herb Morrison.

KQW San Francisco: *Grant Holcomb.

KROC Rochester, Minn.: *Ray Thompsen.

KSD & KSD-FM St. Louis: *George Burbach, Frank Eschen, James Lawrence.

KSTP St. Paul: *Stanley Hubbard.

KTBI Tacoma, Wash.: *Florence Hoff.

KSWI Council Bluffs, Iowa: *William A. McGill.

KUOA Siloam Springs, Ark.: *Storm Whaley.

KTHT Houston: *Roy Hofheinz, Ed Yuhl.

KVOO Tulsa: *Ken Miller.

KVOX, Great Northern Broadcasting System, Moorehead, Minn.: *E. J. McKellar.

KXOK St. Louis: *Bruce Barrington.

KXXX Colby, Kan.: *John Hughes.

KYW Philadelphia: *James Crosson, *James Gantz, Robert E. White, William Dacey.

MBS, 1440 Broadway, New York: *Cecil Brown, *William Cunningham, *Cedric Foster, *William Hillman, *Henry Lacossitt, *Jack Paige, *A. A. Schechter, *Albert Warner, John Bosman, Les Mawhinney, Edward Pettit, Lyle Van, Hal Wagner, Frank Zuzulo, *Milton Burgh, *Arthur Feldman, *Alvin Helfer, *Robert Hurleigh, *Fulton Lewis Jr., *Macon Reed, *William Shirer, Murray Arnold, Jack Fern, Rex Miller, J. R. Poppele, Arthur Van Horn, Robert Wilson.

NBC, 724 14th St. N. W. Washington: *Morgan Beatty, *Alex Dreier, *Ray Henle, *Cassius Keller, *Francis McCall, *Elmer Peterson, * Robert Trout, *John Swayze, David Anderson, James Begley, James Boozer, Ned Brooks, Janice Devine, Leif Eid, *W. W. Chaplin, *Richard Harkness, *H. V. Kaltenborn, *Mary McBride, *Robert McCormick, *William Ray, *Ed Wallace, Leonard Allen, Kenneth Banghart, Bjorn Bjornson, David Brinkley, William Brooks, Josef Dine, Sidney Elges, Ken French, Julian Goodman, Radcliffe Hall, Fred Heywood, Ralph Howard, Stella Karn, Thomas Knode, Arthur Lodge, Charles McCarthy, Joseph Meyers, Fred Morrison, Peter Roberts, John Thompson, Robert White, Michael Zeamer, Ann Gillis, Ben Grauer, Frank Henighen, Martin Hoade, Jim Huribut, Helien Keller, Fritz Littlejohn, William McAndrew, John Mac Vane, Felix Morley, Burroughs Prince Adolph Schneider, Clifton Utley, Russell Willis.

RURAL NETWORK Ithaca, N. Y.: *William Tyler.

STEINMAN STATIONS Lancaster, Pa. Also representing WDEL-Wilmington, Del., WKBO-Harrisburg, Pa., WGAL-Lancaster, WORK York, WRAW-Reading, WEST-Easton: *Clair McCollough.

STONEHOUSE NEWS AGENCY: *Merlin Stonehouse.

TRANSRADIO PRESS SERVICE, Washington, D. C.: *Ann Corrick, *Edwin Derby, *Rex Goad, *Mary Harmon, Wallace Fenning, Robert Kalb, Betty Lersch, Ronald Tighe.

UNITED PRESS RADIO, Washington, D. C.: *George Marder, *Joan Marble, Arnold Dibble, Philip Newsom, Robert Serling.

"VOICE OF AMERICA": *Harold M. Janis, Victor Hunt, Robert Ross, Charles W. Thayer.

WAAT & WATV Television, Newark: *Val Frank.

WAGE Syracuse: *William Lane.

WARM Scranton: *John von Bergen.

WAVE Louisville: *Mr. Schneider, Miss Hubbard.

WBAL Baltimore: *Galen Fromme.

WASH-FM Representing Continental FM Network, Washington: *Joseph McCaffrey, Paul Green.

WBBC Flint, Mich.: *Robert Balfour.

WBUX Quakertown, Pa.: *Charles M. Meredith.

WBAB Atlantic City, N. J.: *Bern Penrose.

WBIB-FM New Haven: *Samuel Botwinik, Sol Chain.

WCAU Philadelphia: *Leon Levy, *Joseph Tinney, Harry Ehrhart, M. J. Hall, Joseph Lewis, E. J. Montgomery.

WCBM Baltimore: *Ian Ross MacFarlane, Louis MacFarlane.

WCCO Minneapolis: *Sig Michelson.

WCOP Boston: *Ronald Cochran.

WDEL Wilmington: *Gorman Walsh.

WEDL McKeesport, Pa.: *Mr. Badger.

WETB Johnson City, Tenn.: *Berney Burleson.

WFIL Philadelphia: *John Cocoran, *John Kennedy, Joseph Dooley, George Koehler, Richard Koster, James Quirk.

WFMZ Allentown, Pa.: *Raymond Kohn, William Phillips, Earl Kohn, Robert Currie.

WGFG Kalamazoo, Mich., and also representing WJIM Lansing, Mich.: *Howard Finch.

WHAS Louisville: *Dick Oberlin.

WHBF Rock Island, Ill.: *Leslie Johnson.

WHDH Boston: *Paul Benton.

WDAF Kansas City, Mo.: *Dean Fitzer, Harold Flannery.

WDAS Philadelphia: *Michael Deegan, *Leonard Matt, Bill Klein, Jack Melloy, Joseph Nigro.

WEAM Arlington, Va.: *Charles Parmer, M. M. Parmer.

WFBC Greenville, S. C.: *Nicholas Mitchell.

WFMJ Youngstown, Ohio: *Robert Mackall.

WGAR Cleveland: *Charles Day.

WGAY Silver Spring, Md.: *Ernie Tanner, Glenn Beall.

WGBF Evansville: *B. F. Ellington, Dorothy Ellington.

WGPA Bethlehem, Pa.: *Arthur McCracken, Rolland Adams.

WHAT Philadelphia: *Dolly Banks, *William Banks, Albert Greenhaum, Joseph Indzel.

WHFB Benton Harbor, Mich.: *Willard Banyon.

WHLI Hempstead, N. Y.: *Clifford Evans, E. I. Godofsky, J. Carr.

WHO Des Moines: *Otto Weber.

WHOM New York City: *Carl Soresi.

WHN New York: *George Combs Jr.

WIBG Philadelphia: *Tom Moore, *Rupe Werling, Doug Arthur, John Henninger, Fred Knight, Dick Mabry, Ray Walton, Fred Wieting.

WILK Wilkes-Barre: *Roy Morgan, Charles Whittier.

WILM Wilmington: *William Frank.

WINK Fort Myers, Fla.: *George Case.

WINR Binghamton: *George O'Connor.

WINS New York: *Don Goddard, Joseph Durso, Sidney Walton, Carroll Alcott.

WINX Washington: *Charles T. Wade.

WIP & WIP-FM Philadelphia: *Sam Ettinger, *Sam Serota, Alexander Griffin.

WITH Baltimore: *James Connolly.

WJMJ Philadelphia: *Patrick Stanton, *Jo Oris.

WJXN Jackson, Miss.: *James T. Ownsby.

WJR Detroit: *George Cushing.

WKBR Manchester, N. H.; *Scott Killgore, William Rust, Jr.

WKNE Keene, N. H.: *Joseph Close.

WKRC & WCTS-FM Cincinnati: *Tom McCarthy, Helen McCarthy.

WKTY La Crosse, Wis.: *Marvin L. Rosene.

WKZO Kalamazoo, Mich., also representing WJEF Grand Rapids, Mich.: *Dr. Willis Dunbar.

WLAM Lewiston, Me.: *Parker Hoy.

WLCX La Crosse, Wis.: *Bill Erin.

WLW Cincinnati: *G. W. Kingsbury, *Howard Chamberlain, Peter Grant, Gene Martin.

WMAK Nashville: *Frank M. Mayborn.

WMID Atlantic City: *Mel Siskind.

WMAZ Macon, Ga.; *Ben Chetfield.

WNAO Raleigh: *Elmer Oettinger.

WMT Cedar Rapids, Iowa: *Jim Bornmann.

WNAR Norristown, Pa.: *Norris E. Rahall.

WNEW New York: *Richard Pack.

WNHC New Haven: *Margaret Wilson.

WNOC Norwich, Conn.: *John Melville.

WNJR Newark: *Otis Williams, Harry Nash.

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WORD Spartanburg, S. C.: *Walter Brown.
WOOK Silver Spring, Md.: *Edward W. Alfriend.
WOR New York: *Dave Driscoll, Edythe Meserand, Fred Vandeventer, Edgar Higgins, Jr., Robert Wood.
WOV New York: *Thomas Morgan, George Padovani.
WPEN Philadelphia: *John Corcoran, *John McClay.
WPPA Pottsville Pa.: *Jerry Gaines.
WREX Duluth, Minn.: *Thomas McCabe.
WROW Albany, N. Y.:* William Tompkins.
WSAN Allentown, Pa.: *Bryan Musselman, Olivia Musselman.
WSFC Somerset Ky.: *Billy Vaughan.
WSRS Cleveland Heights, Ohio: *George Bickford, Clare Gehring.
WSTV Steubenville, Ohio: *John Laux, Joseph Troesch.
WSUA Bloomington, Ind.: *Warren Davis Lyle Warrick.
WTEL Philadelphia: *Alan Stewart, *Douglas Hibbs.
WTIC Hartford: *Jerry Hallas, Tom Eaton.
WTRY Troy, N. Y.; *John Givney.
WTTG-Du Mont Television Network, Washington, D. C.: *Charles Gridley, Leo Cherne, Walter Compton.
WTUX Wilmington, Del.: *Gordon Macintosh, Robert Wilcox, Fred Heckman.
WVCH Chester, Pa.: *James Tisdale, Edna Whittington.
WVET Rochester, N. Y.: *Ellison Jack.
WWOL Lackawanna, N. Y.: *Albert Haley.
WWBZ Vineland, N. J.: *Layman Cameron, Dorothy Carlson.
WXPN U. of Pennslyvania, Philadelphia: *Judah Siegal Leonard Guss.
WWJ Detroit: *James G. Crowley.
THE YANKEE NETWORK, Boston: *Francis Tully, Jr., *Leland Bickford, *George Steffy, Tom O'Neil, Linus Travers.
WTHT Hartford, (Also representing Connecticut State Network; WHNC New Haven, WNLC New London, WNAB Bridgeport, WSTC Stamford WTOR Torrington, and WATR Waterbury): *Sereno B. Gammell.
WCPA Clearfield, Pa. (Also representing WMAJ State College and WHUN Huntington, Pa.): *W. J. Thomas.

RTPB

(*Continued from page 26*)

posed formation of Radio Technical Committee for Land and Mobile Services. This agency will take up work of RTPB's Panel 13, but with manufacturer members eliminated by the users of land and mobile equipment. Aiding this group in getting under way is Dr. Daniel E. Noble, Motorola Inc. vice president who headed Panel 13. Dr. Noble is ineligible to membership on the committee because he represents a manufacturer but has been active as interim advisor.

AM GRANTS

7 New Outlets Approved By FCC in 6 States

GRANTS for seven new AM stations and authorizations for improved facilities for four existing outlets were issued by FCC last Wednesday.

Two of the new-station grants and one of those for improved facilities were in effect reaffirmations of 1150-kc fulltime permits issued a year ago but reconsidered last March and limited to daytime hours pending settlement of a question relating to nighttime operations [BROADCASTING, March 22]. Two other applications for improved assignments on 1150 kc were among those approved.

The new-station grants were as follows:

Coolidge, Ariz.—Gila Broadcasting Co. (KCKY): 1150 kc, 1 kw fulltime, using directional antenna at night (one of those which had been issued previously and revised last March).

Great Falls, Mont.—Mosby's Inc. (KGFM): 1150 kc, 5 kw fulltime, directionalized at night (another whose nighttime operation had been in question as result of the March action).

Glendive, Mont.—Lewis Wiles Moore: 1400 kc, 250 w, fulltime.

Warsaw, Va.—Northern Neck & Tidewater Broadcasting Co.: 690 kc, 250 w, daytime only.

Storm Lake, Iowa—Cornbelt Broadcasting Co.: 990 kc, 250 w, daytime only.

Athens, Ala.—Athens Broadcasting Co.: 1010 kc, 250 w, daytime only.

Hornell, N. Y.—Maple City Broadcasting Corp.: 1420 kc, 1 kw, daytime only.

Permits for changes in facilities were announced as follows:

KFJI Klamath Falls, Ore.—Change from 1240 kc with 100 w to 1150 kc with 1 kw fulltime, directionalized at night. (This application, previously granted, was another of those affected by the March revision.)

KRKD Los Angeles—Increase daytime power on 1150 kc from 2.5 to 5 kw. Grant was issued after KRKD amended its application so as to reduce antenna height from 300 to 216 feet. Station uses 1 kw power at night.

KSAL Salina, Kan.—Increase nighttime power on 1150 kc from 1 to 5 kw. Station already is assigned 5 kw daytime.

WXLW Indianapolis—Modification of permit to move from 1550 to 1590 kc and increase power from 250 w, daytime only, to 1 kw, daytime only.

Ownership of Grantees

Ownership of the new-station grantees:

Gila Broadcasting Co., Coolidge, Ariz. (KCKY)—Licensee of KGLU Safford and KWJB Globe, Ariz.

Mosby's Inc., Great Falls, Mont. (KGFM)—Licensee of KGVO Missoula and KANA Anaconda, Mont.

Lewis Wiles Moore, Glendive, Mont.—Theatre owner.

Northern Neck & Tidewater Broadcasting Co., Warsaw, Va.—Owned by Grayson Headley, automobile dealer.

Cornbelt Broadcasting Co., Storm Lake, Iowa—Headed by O. J. Graw, owner of a real estate and farm loan agency. Other principals: D. L. Dlugosch, auto dealer; R. E. Mailliard, physician; J. M. Kavane, salesman; Z. Z. White, attorney. Messrs. Graw, Dlugosch, Mailliard and Kavane have about 22% each; Mr. White has about 11%.

Athens Broadcasting Co., Athens, Ala.—Owned in equal shares (16-2/3% each) by Wilson T. White, auto dealer, who is president; Robert V. Dunnavant, WMSL Decatur announcer; Sanford J. Willis, engineer, of WKAX and WJLD Birmingham; Homer F. Dunnavant, barber shop owner; Loss E. Dunnavant, farmer; Mrs. James E. Beasley Jr., half owner of a hardware and paint store.

Maple City Broadcasting Corp., Hornell, N. Y.—Headed and controlled (67.5%) by Arthur E. Kettle, a stockholder of Jamestown Baking Co., with the following other stockholders: Simon Goldman, vice president and manager of WJTN Jamestown, 5%; Miles Ward, owner of an auto supply store, and Merle Austin, owner of an ice cream company, 10% each; Nicholas J. Changose, attorney, 6.25%; Fred M. Palmer, superintendent of buildings and grounds for Alfred U., Alfred, N. Y., 1.25%.

CURB SERVICE
WBUZ (FM) Trailer Unit
Drives to Door

With the WBUZ mobile unit are (l to r) Mrs. Earl Merryman, wife of the chief engineer; Leslie L. Altmann, vice president and general manager; Mrs. W. G. Kegel, wife of the commercial manager, and Paul Palmer, staff announcer.

* * *

THE STUDIO goes right to the sponsor's door if the sponsor can't get to WBUZ (FM) Bradbury Heights, Md. When there are no facilities for a remote broadcast, Earl Merryman, WBUZ chief engineer, drives the mobile trailer unit right up to the scene for an on-the-spot broadcast.

When the new Coral Hills Pharmacy opened there was a band in the store for entertaining the customers as they inspected the place. Doc Baker, the pharmacist, wanted a remote from the store that evening, so WBUZ took care of him. The trailer drove up to the door, set up the equipment and picked up the band music as the band moved into the front window of the store. Just like the Doctor ordered.

TO CREATE CONTINUOUS listening, CKBI Prince Albert now puts a news bulletin with each station identification. Station call is given, followed by short news bulletin.

than the RESULTS you get from the dollars you spend on WNAO, Raleigh. 100,000 unduplicated ABC listening families in a rich 21 county area*.

RALEIGH 1947
RETAIL SALES
UP 91%
(SM-1948)

The Greatest Increase of any North Carolina City!

* Daytime 0.5 M/V area; BMB 1948

WNAO
RALEIGH, N. C.
The News and Observer Station
5000 Watts—ABC
Ask AVERY-KNODEL, INC.

KOIL delivers **NEBRASKA'S NO. 1 MARKET—**
OMAHA
plus
Council Bluffs
BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Hon. Gordon Mills
Arthur Kudner, Inc.
New York City

Dear Gordon:

The big CBS WORLD NEWS window display, the WCHS promotion department worked up is startin' 'round the town. Goin' to appear in different stores in Charleston —along with big sponsor-product displays. Yessir, it's jest another WCHS sponsor service. WCHS also serves it's sponsor's with 5000 watts at 580 . . . which is biggest in the majic valley — Charleston, West Virginia—that is.

Yrs.
Algy.

WCHS

Charleston W. Va.

HOUSEWIFE SAYS WORD, WINS $18,000 'BOOTY'

SINCE philanthropy has become more popular on broadcast programs, no week is complete in broadcasting circles unless at least one citizen is elevated to unexpected riches. Last week was no exception.

A Long Island, N. Y., housewife won $18,000 worth of booty by deciphering the "secret sentence" on the CBS giveaway, *Hit the Jackpot*. Mrs. Margaret Hohl Shelley at the fortunate moment said "twenty-three, skidoo" and immediately fell heir to:

A DeSoto sedan, a trailer, a two-week trip to Bermuda for two, a silver fox coat, furnishings for a living room and kitchen, a sailboat, a piano, a radio and television set, a record player, a refrigerator, a movie camera and projector, a children's outdoor playground including wading pool, a $1,000 watch, a $1,000 ring, seven men's suits, a topcoat, an overcoat, a Launderall washing machine, 52 men's shirts, a portrait of herself to be painted by a well-known magazine illustrator, and a motorcycle.

Mrs. Shelley was a contestant on the program which is sponsored on CBS by DeSoto-Plymouth dealers through BBDO, Tuesdays 9:30-10 p.m. As soon as she carted off the $18,000 worth of merchandise, another jackpot was started by the generous program, this one worth $10,000 at the outset. The longer the jackpot question goes unanswered, the more elegant the loot.

The Long Island matron won prizes worth only slightly less than those accumulated a week before by a Manhattan cabbie's wife who got $20,000 for identifying the mystery tune on ABC's *Stop the Music* [BROADCASTING, July 5].

Mrs. Shelley is congratulated by Arthur Pryor Jr., vice president in charge of radio for BBDO, for winning $18,000 in merchandise on CBS "Hit the Jackpot."

TULSANS SEE RADAR

KVOO Engineers Demonstrate Skills During Oil Show

CAPABILITIES of the KVOO Tulsa engineering staff were vividly demonstrated when engineers took a step outside the broadcasting field to bring radar demonstrations to nearly half a million visitors at the International Petroleum Exposition in Tulsa.

Under the supervision of Watt Stinson KVOO engineers operated radar equipment from atop the Hall of Science, bringing views of the surrounding area, landmarks and oil fields to the radar scope, located at the interior display. A high spot of the show was the forecasting of an approaching rain storm by reference to the radar scope. Airborne type radar provided by the U. of Tulsa was on display at the booth, manned 12 hours daily by KVOO personnel during the $100,000,000 exhibit.

Another feature of the display was a radio facsimile machine, which was in operation at frequent intervals during the 8-day exposition.

In addition KVOO conducted daily broadcasts from other outstanding displays. John Henry, KVOO special events announcer, provided one of the most interesting programs during an on-the-scene broadcast of drilling operations by one of the oil companies.

Realty Radio

(Continued from page 73)

selection of radio outlet when one or more is available. The size of the station that the realtor can profitably use depends on the area that he wants to reach and sell. Theoretically, most of them are primarily interested in the coverage of their immediate area. Since the 1-kw or less station delivers the immediate community, few realtors require the additional coverage of 50 kw outlets, especially in view of the higher rates for the more powerful stations.

However, since no one station completely covers the entire market, unless the realtor is appealing to some one audience which some one station is known to deliver, it is advisable to consider all local facilities. Where the advertising budget allows it, the realtor who establishes air dominance through the use of more than one outlet takes advantage of the day-to-day impact of radio and the cumulative impact of repetition.

The realtor who wants to take full advantage of his radio advertising will coordinate radio with other promotions and selling efforts. While spot announcements do not lend themselves to window and interior displays, programs do and all such activity helps to increase the listening audience.

The extent to which you plan your radio campaign to follow these trends is one measure of probable success. They represent a basic pattern which realtors who have successfully used the broadcast medium have followed.

★ ★ ★ ★ ★ ★

ABOUT TEXAS RADIO

It takes a powerful signal to reach the big South Texas Audience, and we've got it—50,000 watts on 680 kilocycles. It takes the home-folks touch backed by a top flight network to keep them listening, and we've got it—American Broadcasting Company shows plus local productions of the type we know Texans like. That's why we're pulling mail from 205 counties in this big state of ours. Can we tell you more? Check your John Blair man for details.

RADIO STATION KABC SAN ANTONIO

680 KC

50,000 WATTS DAY
10,000 WATTS NIGHT

AMERICAN BROADCASTING CO. ★ TEXAS BROADCASTING SYSTEM

★ ★ ★ ★ ★ ★

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

CHILLICOTHE, OHIO

On Transcriptions: WORLD—Les Brown

On Records: Peggy Mann-Eddie Howard—Vic. 20-2839; The Four Tunes—Manor 1087; Art Mooney —MGM*; Les Brown—Col.*

* Soon to be released

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TV PROMOTION

Borden Co. Formula Outlined

By HARRY WELCH
Advertising Manager,
Grocery Products Division,
The Borden Co.

ONE OF THE BASIC axioms in the sales field is, "Sell your salesmen." The salesman, dealer, distributor and storekeeper has to know the product and be convinced that that particular item of service will bring him increased sales. He should be kept advised of all advertising, promotion and publicity effort put behind the product he handles. This pays off in good will and sales.

With television as the newest large-scale medium for bringing a sponsor's message to the consumer's attention and with the rapidly increasing number of sponsored shows on television, the importance of promoting a video program becomes obvious. When the Borden Co. assumed sponsorship of the Al Schacht-*Clown Prince of Baseball* program on WNBT New York for Instant Coffee, it was decided that the bulk of promotion effort would be directed to dealers, salesmen, storekeepers, etc. . . . "selling the salesmen."

We started our promotion on the day of Mr. Schacht's first telecast by making contact with key buyers. Four beautiful models were dispatched in chauffeur-driven Cadillacs to more than 100 distributors in the five boroughs of New York, Westchester County and northern New Jersey. Each of these dealers was presented with a package by the models. The package contained a baseball, a jar of Borden's Instant Coffee and a short note, calling their attention to the program. A smile and cheery hello from the glamour girls went along with the package and brought enthusiastic response from the recipients.

During the first week of the program a group of Borden salesmen were guests at a luncheon in Mr. Schacht's restaurant. Following the lunch, they were our guests at a ball game at the Polo Grounds. The salesmen were addressed by Mr. Schacht, who told some of his famous baseball stories and then outlined a plan of promotion that went right into the stores.

Mr. Schacht explained that letters were being sent to 17,000 retail grocers in the New York Metropolitan area, under his signature, stating that he is "the newest Borden salesman." The letter further announced a "contest" strictly for storekeepers and their clerks. Each day Mr. Schacht makes a series of telephone calls to grocery stores, introduces himself and asks, "Do you know the code?" If the reply is, "It's Al Schacht—for Borden's Instant Coffee," the person answering the phone receives two tickets to a New York Giant's home game.

THE BORDEN CO.'s formula for promoting sponsored shows on television is outlined in the accompanying article by Harry Welch, advertising manager of the firm's Grocery Products Division. Using the basic sales idea of "selling the salesman," the Borden Co. concentrates its promotional efforts for the Al Schacht TV show on WNBT New York on dealers, salesmen and storekeepers. Mr. Welch emphasizes the value of good will "in the form of the personal touch," which he says brings the grocer closer to the sponsor and puts him in a frame of mind to go all out for the sponsor.

Salesmen Help

In addition to the letters, Borden salesmen are talking up the contest and explaining to their accounts that a number of stores are to be called each day. The stores selected to be phoned are those who have been doing the best job, merchandising and sales-wise, on Borden products. Two pairs of tickets are awarded each day. The very first day calls were made, two out of the first four phoned, replied with the correct answer.

The Borden salesmen, too, are being constantly "covered" promotion-wise. Special awards are being planned for those representatives whose territories provide the largest number of winners. They are kept advised of the features presented on the Schacht show so that they may in turn transmit this information to their customers. Other ideas are being prepared, designed to keep the salesmen supplied with ammunition about the program.

In addition to the campaign directed toward point-of-sale, considerable supplementary activity is carried on for televiewers and prospective "tuner-inners." More than 5,000 letters were sent to bars and grills in the New York Metropolitan area, over Mr. Schacht's signature, suggesting that they tune in their sets five minutes earlier, before each New York Giant's home game, to "catch my act."

Letters, in addition to regular releases, have been sent to sports editors, radio and television feature writers, announcing the show and explaining its unique format. Many newspaper writers thus approached, by personal letter, have responded by giving news space to the program.

Numerous plans are being formulated, designed to sustain interest in the program at the point-of-sale level. The ideal situation is one where the grocer, while wrapping his customer's purchases, remarks, "Have you see the Al Schacht program on television . . . it's a fine show." Of course with practically every product on a grocer's shelf backed by a radio (and lately television) show, it's quite an accomplishment to have your particular show singled out for recommendation.

Toward such an end we are pointing our promotion efforts for the Al Schacht television program. It is not as difficult as it seems. Good will, in the form of the personal touch, brings the grocer closer to you and subsequently makes a friend who will go "all out" for you, just as he feels you are doing for him.

Station to Pulpit

IT'S QUITE a distance—in some ways—from sales office of a station to the pulpit, but David M. Kimel, sales manager of WLAW Lawrence, Mass., made it in one leap on Father's Day. He delivered the junior sermon at the Raymond Congregational Church at Raymond, N. H., his home town, taking for his theme the significance of Father's Day. As the father of two sons, Robert (a salesman for WHAV Haverhill, Mass.) and Donald (student at Bowdoin College), Mr. Kimel spoke with authority.

MR. RED CROSS

WHOB Gardner, Mass. Helps Raise Quota

"WHO is Mr. Red Cross?" That was the question which sparked the Red Cross drive of WHOB Gardner, Mass. Each evening the station gave a riddle to help identify the mystery-man, and then made phone calls to local residents, using the Red Cross subscription list.

Merchants and industrialists donated almost 70 gifts to the contest. Total value of all gifts was approximately $1,000. Winner was Mrs. Edmund Jaillet, who identified Mr. Red Cross as Lowell Thomas, CBS commentator. Mr. Thomas addressed the Gardner Red Cross Victory Dinner direct from Quebec, where he was vacationing. The Mr. Red Cross Contest was largely responsible for the Gardner Drive's going over the top with more than $3,000 above the original quota.

Ted Jones, WHOB manager, was chairman of the local drive, assisted on publicity by WHOB Chief Announcer Marty Tall, and Program Director Ed Johnson.

Wanna Reach
...THE RICH FARM BELT OF IOWA?
The Farm Service Dept of KAYX, under the direction of Warren W. Kester, brings the advertiser and his products to the farmer. An average of 12 to 15 interviews weekly are held by Mr. Kester.
"On the Spot" interviews . .
. . . average a total mileage of approximately 20,000 miles per year. Contacts obtained thru Kester's attendance at all farm meetings . . . bind more closely the tie between the product and farm purchases.
The farm "Gold" is in Iowa and KAYX is the "Hub" of the area. It's a "Natural" for Sales Volume. Investigate! Al Triggs, Mg. of KAYX, will gladly supply details.
KAYX
1000 watts 1090 k c
A.W. TRIGGS JR. MGR.
WATERLOO, IOWA
AREA REP
FALLCORN NETWORK GEORGE P. WEBBER

AFFILIATE

Announcing the Appointment of

GEORGE P. HOLLINGBERY CO.

as National Representatives

WINR

Binghamton • Johnson City • Endicott

THE 73rd NBC MARKET

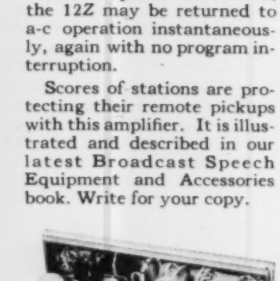
COLLINS 12Z REMOTE AMPLIFIER

Small light ...and good

The Collins 12Z is a four-channel a-c or battery operated remote amplifier of outstanding quality, efficiency, and versatility. Its frequency response, ±1 db 50 to 15,000 cps, qualifies it for both AM and FM transmissions.

Advanced engineering has combined four input channels with individual controls, a master control, and a-c power supply and a battery power supply, all contained in one easily carried unit. Programs are protected against a-c failure by automatic, instantaneous changeover to battery operation. When a-c power is restored, the 12Z may be returned to a-c operation instantaneously, again with no program interruption.

Scores of stations are protecting their remote pickups with this amplifier. It is illustrated and described in our latest Broadcast Speech Equipment and Accessories book. Write for your copy.



Construction is neat, clean and compact. The dust cover slips off easily after loosening only two fasteners. The audio amplifier is shockmounted.

Collins Radio Company

Cedar Rapids, Iowa

11 West 42nd Street
New York 18, New York

458 South Spring Street
Los Angeles 13, Calif.

COLLINS

MERCHANTS UNITE

75 Sell Lenoir, N. C.

By GLENN G. WHITTIER
PROGRAM DIRECTOR
WJRI LENOIR, N. C.

I AM ONE of those people who greets logic with almost complete surprise. If a man bites a dog, that is his priviledge; I will not buy a paper just to read about it. . . This being the case, I am completely knocked off balance by the execution of a sound and reasonable plan of operation by a group of no less than seventy-five people acting together with resourcefulness. Those things just don't happen to me often enough but more experiences like the one I am having with Merchants' Assn. of Lenoir, N. C. will probably soften me up considerably. I am looking forward to it.

Helps Both

Realizing that whatever helps the city of Lenoir also helps the individual merchants of the city (no matter how competitive among themselves), those merchants of Lenoir decided to band together and sponsor a radio program to promote the city itself as a shopping center, to attract customers from the surrounding areas, to call attention to city-wide events. The program they choose was *Kate Smith Speaks* (a cooperative Mutual program) released locally on WJRI.

The cost of the program (Monday through Friday—12:00-12:15 p.m.) is divided among the 75 merchants of the Lenoir Merchants' Assn. Larger firms pay $60 per year while smaller firms pay $30. These amounts are pledged directly to the Association which in turn pays all expenses for the program and allied merchandising activities.

Here is a list of the types of business which are participating:

Furniture Stores
Drug Stores
Banks
Service Stations
Insurance Agents
Hardwares
Bakeries
Men's Clothing
Office Equipment
Laundries
Dry Cleaners
Wholesalers
Theatres
Printing Co.
Jewelry Stores
Farm Stores
Department Stores
Fuel Distributors
Groceries
Dress Shops
Music Stores
Appliance Shops
Restaurants
Garages
Variety Stores
Finance Company
Auto Supply Stores

New merchants are constantly being added to the group. It is the hope of the Lenoir Merchants' Assn. that sooner or later every reputable firm in Lenoir will be included.

All copy used is of the institutional type. The basic aim is to build Lenoir as the principal trading service of its area. No mention is made of individual firms. However, from time to time, the program is used to call attention to city-wide and other civic promotions in which the merchants as a group take part.

Opening commercials are used for identification and explanatory comment. The main message is presented in the longer middle spot . . . with a follow up commercial in the closing announcement. At the present time, the first and middle commercials are changed three times each week. Actually there are only two new copy changes; however, the carryover from Friday to Monday puts three different announcements on each week . . .

Here are samples of commercial announcements used on the program:

FIRST COMMERCIAL:—45 seconds:

Each week day . . . Monday through Friday at High Noon—"Kate Smith Speaks" is presented by the Lenoir Merchants Association and your Lenoir merchants.

This week . . . The Lenoir merchants are inaugurating a new series of announcements on this program . . . in which they hope to stimulate interest in the project of making Lenoir a greater trading area and a great civic community.

They hope through the use of this program . . . to instill a closer feeling of cooperation between the merchants and the people who . . . in truth . . . are . . . Lenoir.

All of them have taken a loyalty pledge . . . which we will repeat later in the program . . . won't you join them in this civic enterprise . . . working together, you and the merchants can build a great city where a great city belongs.

MIDDLE COMMERCIAL:—60 seconds:

This is your town . . . your county . . . this program is your program . . . it is presented to remind you of the importance of . . . the spirit of . . . home loyalty . . . What it really means in happiness and prosperity . . . If all of us give preference to our home town retail stores—wholesalers—manufacturers—and industries. Beginning today, your Lenoir Merchants Association, with the cooperation of Lenoir's leading business firms, will present a series of announcements every day . . . giving you facts and figures and multitude of reasons why it is incumbent upon all of us to . . . buy in Lenoir . . . and boost Lenoir every day in every way.

Listen to this program regularly . . . Tell your friends to listen. Let's all team together to make Lenoir grow and grow. At the close of this program we will repeat the loyalty pledge . . . your Lenoir merchants have taken. But now . . . back to Kate Smith.

CLOSING COMMERCIAL:—30 seconds:

And now, to build a greater city, take this pledge with your merchants:

That during the year 1948 I will hold the thought that part of my time belongs to Lenoir.

That I can well afford to give back to my town some portion of what it has given me.

That I will cooperate with my fellow citizens in every move made for our common betterment.

That I will think only good thoughts about the town which is good enough for me to live in.

That all things being equal . . . I will **buy in Lenoir** and give preference

Upcoming

July 20-21: Georgia Assn. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta, Ga.
July 26-27: NAB District 4 meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
July 29-30: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.
Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.
Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.
Aug. 12-13: NAB District 9 meeting, Palmer House, Chicago.
Aug. 16-17: NAB Districts 10-12 meeting, Meuhlebach Hotel, Kansas City.
Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlebach Hotel, Kansas City.
Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.
Aug. 23-25: Western Assn. of Broadcasters, annual convention, Bessborough Hotel, Saskatoon, Sask.
Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.
Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

to Lenoir-made products, and only send money to other cities when absolutely necessary.

As might be expected, the Lenoir Merchants Assn. are aggressive and resourceful in merchandising this series. A typical example are the "Kate Smith Days" held on May 20, 21 and 22.

During these days, a city-wide sales event was held in conjunction with the radio sponsorship.

Every store member put on a sale, special merchandise values at special prices. It was similar to traditional dollar day promotions but because of the close association of the merchants with the Kate Smith program the Kate Smith name was used to stress the trade-at-home idea featured on the broadcasts. Window displays, newspaper ads, radio advertisements all were directed to making Kate Smith Days the biggest promotion of this type ever planned in Lenoir. The merchants were solidly behind it and used this means to put into practice the aims as set forth in their daily Kate Smith program.

In addition, the Association uses constant promotional tie-ins of various kinds. Included are window cards used by all merchants. And each participating merchant makes mention in his newpaper ads of the program and the home loyalty pledge in his regular newspaper ads.

Results of Drive

What have been the results of this campaign?

Here's what J. C. Baskervill, executive secretary of the Lenoir Merchants' Assn. had to say in a recent letter to B. J. Hauser, Mutual's director of cooperative programs:

"It is rather difficult, of course, to accurately evaluate the direct results of radio advertising, especially when it is of an institutional nature. We have approximately 75 merchants participating in the *Kate Smith Speaks* program, however, and almost without exception they feel that it is worth while and that is drawing more business to their stores, especially from the rural area surrounding Lenoir. At one of our meetings last week, one of the participating members said that he was able to trace at least $3,000 worth of business a month to radio advertising and that he considered it far more effective than newspaper advertising in this area. Several of the other merchants agreed with him. It is my feeling that the great majority of our participating merchants feel that this community advertising in connection with the Kate Smith program has been and is continuing to be both successful and profitable . . .

"Lenoir has a population of approximately 15,000 within a radius of three miles. It is the county seat of Caldwell county, which has a population of approximately 38,000 people and with the exception of two small towns, Granite Falls (population 3,300) and Hudson (population 1,200), it is the only town in the county. Our trading area, within a radius of 20 miles, has a population of at least 65,000 . . .

"Lenoir is primarily and industrial town and is the largest furniture manufacturing center in the south and the largest manufacturer of wood household furniture in the world.

"We have 21 furniture factories employing approximately 4,600 persons, most of them men, while the total employment in this immediate area is approximately 7,600. More than 75% of these workers live outside Lenoir in the county in their own homes on small tracts or small farms. This means that they and their families listen a great deal to radio programs and especially those from WJRI in Lenoir, which reaches them with a much clearer signal than any other station in this area.

"All of these factors, of course, are in favor of radio advertising in this particular area because it means that radio programs have a much larger listening audience with this heavy rural population than if they lived within the city of Lenoir. Still another factor that makes us believe the Kate Smith program reaches a very large number of people is the fact that most people here have dinner at noon and spend the greater part of an hour at home at dinner-time and accordingly make it a habit to listen to the Kate Smith program at that time.

Payroll Factor

"Still another factor that influenced us to experiment with the Kate Smith program for an entire year as a means of bringing more retail trade into Lenoir, is the fact that the industrial payroll here in Caldwell county amounts to approximately $15,000,000 a year (it amounts to $12,000,000 in the immediate Lenoir area) while the value of agriculture products produced on the farms here in Caldwell county amounts to approximately $10,000,000 a year. We felt that this radio promotional program would come nearer to tapping this large cash income than any form of advertising we could find. A majority of our merchants feel that this program is doing this very thing . . .

"I have given you considerable detail on the industrial and sociological background of Lenoir and Caldwell county, thinking it might be of interest to you in working out future promotions of this nature. I thought it might also be of interest to Miss Smith and Ted Collins in case they might find it possible to refer to this experiment here in Lenoir and perhaps tell something about the community.

Expresses Thanks

"I want to thank you for the interest you are taking in this radio promotional experiment in Lenoir and to tell you that we appreciate the very fine cooperation we are receiving from the Mutual System as well as from station WJRI here in Lenoir."

Well, that's the story. The Merchants Association has been sponsoring *Kate Smith Speaks* over WJRI since September of last year. It's been a fine experience for me. It's also a fine example of how radio properly used will effectively deliver a message to consumers and impel them to act. Groups of merchants, street or city-wide associations in other parts of the United States will doubtless be interested.

'THE NIGHT MAYOR'

Sandwich Purchasers Request Selections Played

BILL KARRENBAR of WHBC Canton, Ohio, dubbed "The Night Mayor" by his sponsor, Food City Drive-in, would rather eat his words than the sponsor's product, that is, as long as the sponsor plugs his "Nitemare"—a sandwich erected on a six-inch bun and containing ham, cheese, hamburger, tomato, lettuce, mustard, catsup, pickles and relish. Onions are optional.

With each "Nitemare" the purchaser is given a card on which to write his or her request for songs on Mr. Karrenbar's program. Card also plugs the show and has space for a dedication and the name of the person making the request. Cards are collected nightly and requests honored on the program which starts at midnight.

Food City Drive-in is also advertising, in connection with the "Nitemare," eat three and get one free, station reports.

AUDITION for the press of first program in "College by Radio" series, U. of Louisville course, was conducted by (l to r) Dr. Robert A. Warner and Dr. John W. Taylor of U. of Louisville and Victor A. Sholis, director of WHAS Louisville. Programs will be broadcast by WHAS as adjunct to university correspondence course.

In The Public Interest

Missing Man Found

WITHIN a few minutes after KXOK St. Louis broadcast an American Red Cross appeal to those knowing the whereabouts of the brother of a deceased serviceman contact was established. A sister of the next-of-kin called saying she had heard the broadcast. Shortly thereafter the missing brother called and was immediately referred to the St. Louis Red Cross chapter.

* * *

KCOK Aids Milk Drive

A GOOD SHARE of the credit for the success of the Milk Ship Drive in Tulare, Calif. goes to the city's station, KCOK. With less than 10 days in which to get its quota of milk for hungry children abroad, the Tulare Junior Chamber of Commerce called on the station to urge school children and residents to contribute at least a can of milk per person. KCOK prefaced every station break for the nine day period with "Time to give a can of milk to the Tulare Junior Chamber of Commerce Milk Drive." When the truck left the city it had over 12,000 cans of milk, which was a can for every person in the city.

* * *

Loyal Listeners

LISTENERS of WTON Staunton, Va. loyally pitched in to aid families made homeless by a fire. In six hours of appeals, WTON raised over $750 in cash and a large display-window full of clothing, home furnishings, food and toys for the fire victims.

* * *

Aids Police Dept.

KTMC McAlester, Okla., within a few minutes time, was able to accomplish a mission recently that had the local police stumped. The police were attempting to locate the son of a man who had been killed that morning in Texarkana, but the address they had been given proved worthless as no one in the area had ever heard of the man in question. The request was then put on the station's *Listen Ladies* and before the show had left the air, a listener called to say she was an aunt of the man in question and would contact him immediately.

Cousin Is Found

C. A. GRIFFIN of Cheltenham, England, was able to contact his cousin, Tom Godsell, in Seattle with the cooperation of KGVO Missoula, Mont. Mr. Griffin wrote Montana Governor Sam C. Ford asking him to help locate Mr. Godsell, who had given his last address as General Delivery, Missoula. Gov. Ford gave the story to UP and KGVO used it on a local newscast. A listener, knowing of Mr. Godsell's whereabouts, informed the station and shortly a KGVO announcer was talking to Mr. Godsell in Seattle and relaying the message from England.

POLK SLAYING
CBS Documentary on Case Started June 19

MURDER of CBS correspondent George Polk ". . . was a cold, deliberate political demonstration . . . planned to intimidate," according to a CBS report on circumstances surrounding the death in Greece of its chief Middle East correspondent.

CBS Newsmen Edward R. Murrow, Don Hollenbeck and Howard K. Smith took part in a special CBS program inaugurating the series intended to document the slaying. The report concluded: "If the murderers are not discovered, an invisible but inevitable pressure of intimidation will rest on every American correspondent abroad . . . (but) at this point, little progress toward a solution" is being made.

The facts presented in the CBS broadcast were supplemented by information collected by CBS correspondents Winston Burdett and John Secondari, who are in Greece investigating the slaying. Mr. Polk's body was found in Salonika Bay May 16.

EFFECTIVE late in August when the Procter & Gamble (Prell) show "Life of Riley," formerly heard Sat., 8-8:30 p.m. on NBC, returns to the air, it will be moved to Fri., 10-10:30 p.m. on NBC, vacated by Sterling Drug Co.'s "Mystery Theatre" [BROADCASTING, June 7]. Benton & Bowles, New York, is agency for P&G.

Stumer Quits Own Firm To Join WABD New York

LOUIS M. STUMER, until recently president of Television Radio Enterprises Inc., has joined the staff of WABD New York, DuMont television station, as an assistant to Robert Jamieson, manager of operations.

Mr. Stumer will assist in the handling of station traffic and eventually will join the WABD program department, according to the announcement last week by Leonard Hole, general manager of the station.

In accepting his present position, Mr. Stumer resigned from the presidency of his own firm, which produced television packages and TV and radio spot announcements.

Plan City Series

KTLA Hollywood has arranged with Mayor Fletcher Bowron of Los Angeles to produce a weekly 10 minute film known as *Your Town* dealing with aspects of the city government and its functions. All cost to be absorbed by Paramount Television Productions Inc. according to Klaus Landsberg, West Coast television director, and prints will be made available to city for educational purposes. All production will be handled by the station's staff.

MUMMERS STAGE SHOW FOR DEMO. DELEGATES

THE MUMMERS, famed for their annual New Year's parade in Philadelphia, will present a half hour of music and prancing for the nation's television audience tonight (Monday) 7-7:30 via WCAU-TV Philadelphia and the CBS television network. The Mummers will put on their parade as part of the welcome to delegates to the Democratic Convention.

Democratic Convention Call, 6:15-6:30 p.m. each day of the Convention over WCAU-TV, will feature Hal Hadley, WCAU news editor, and leading newspapermen, in a digest of what is happening and what is likely to happen at the Democratic confab.

Mobile television again will bring the political scene to the door of Philadelphians. The Philco-Keystone Automobile Club jeeps again will present WCAU-TV programs at various intersections throughout the city while the Democrats are in session.

Flashback

DR. FRANK C. GOODMAN, who has just retired as executive secretary of the Department of Religious Radio of the Federal Council of Churches of Christ in America, never made any bones about the worldly fact that in his youth, or pre-conversion period, he was interested in New York betting circles. A fortnight ago, to honor the venerable church leader, Niles Trammell, NBC president, invited him to lunch and presented him with a television set. The set, handsomely installed, was tuned in for its first program. Dr. Goodman was given a bad moment when, at his initial twist of the dial, the screen jumped to thundering life with the running of a horse race at Pimlico.

HELICOPTER, shown with transmitter house of WINS New York, is used by station in connection with field strength measurements for its directional antenna system. Because of impenetrable marshes, use of the helicopter is perfect for the experiments, station reports, not only for the ground, but also for measuring the skywave's high angle radiation.

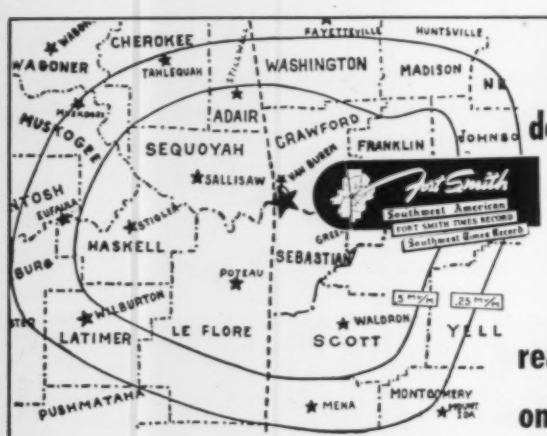
Texans Are Libel Maintains Daniel

TEXAS Attorney General Price Daniel, who had challenged the FCC's proposed Port Huron decision on political broadcasts, greeted the Commission's reaffirmation [BROADCASTING, July 5] of policy with a new warning that Texas stations must still operate under Texas libel laws, regardless.

Declaring the FCC views on political-broadcast responsibilities of licensees are "just another attempt by Federal bureau to set aside state laws," Mr. Daniel said: "I think the FCC is grossly in error in the Port Huron case, and that radio stations still are responsible if they broadcast libelous matter over the air. In my opinion, the Texas libel laws are still in effect and cannot be nullified by a decision of FCC."

Martin B. Campbell, general manager of WFAA Dallas, told the *Dallas News* WFAA does not practice censorship "nor do other stations that I know of." He added:

"We must be guided by two principles in the acceptance of a political speech for broadcast. One is the Communications Act itself; which sets forth rules on good taste and the elimination of offensive material. The other is the libel law of Texas. No ruling of the FCC relieves us of liability for libel under state statutes."



KFSA delivers a market . . . reached only from

Inside Fort Smith

The number 2 market in Arkansas . . . the hub of a rich and varied agricultural market . . . the center of the state's greatest industrial development.

This market has over 33 million dollars from manufacturing sales . . . and 35 millions from retail sales. Effective buying power is set at 58 millions per year . . . bank deposits are over $1100 per capita! Truly A GREAT MARKET . . . brought to you through KFSA . . . Fort Smith.

KFSA 950

FORT SMITH ARKANSAS

AMERICAN BROADCASTING COMPANY AFFILIATE

KFSA/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY

TAYLOR • HOWE • SNOWDEN *Radio Sales*, INC.

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB

KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*, INC.

AFFILIATED WITH

AMERICAN BROADCASTING CO.

Technical

GLENN BEERBOWER, former television field supervisor of RCA Service Co., Camden, N. J., has been appointed assistant technical director in charge of television for WBEN-TV Buffalo.

JOE DI BONA, formerly with Eastern Carolina Broadcasting Co., Goldsboro, N. C., has joined technical staff of WGTM Wilson, N. C. **JACK TOWNSEND**, engineer and announcer of WGTM has returned to station after brief time with WMRA Myrtle Beach, S. C., on "lend-lease" basis.

HAROLD R. HIGGINS, member of technical staff of WCAU Philadelphia for 15 years, has been named an engineer supervisor. He will be in charge of engineering operation of AM FM TV and Fax, along with station's two other supervisors.

RCA Tube Department has announced development of "Dynamic Demonstrator," which incorporates FM as well as AM radio receiver circuits. Instrument is complete, operating, six-tube radio receiver with its circuits and components laid out flat on panel 45 inches long by 33 inches high.

J. R. DUNCAN has been appointed director of television engineering at WLWT Cincinnati. He has been acting director during the station's experimental period.

VALERIUS E. HERZFELD and **ROBERT J. ZIEHLKE** have joined engineering department of Broadcasting Engineering, Oshkosh, Wis.

ELECTRO - VOICE, Buchanan, Mich., has completed two new high fidelity, high output dynamic Broadcast Microphones. New models, 650 and 645, are designed to meet exacting requirements of modern high fidelity FM and AM broadcast service.

DICK FOGARTY and **SELWYN REED**, engineers of WONS Hartford, have been transferred to WNAC Boston and **CHET KORDYLOS** has been transferred to WAAB Worcester. **NORMAN OGG**, engineer of WONS for short while, has returned to WAAB. **JOE WYMAN, AL GREEN** and **CARL STROMWELL**, all engineers, have returned to controls at WONS.

ELMER LUTHMAN, of engineering department of WHIO Dayton and senior at Parker Vocational School Dayton, has received scholarship from Junior Chamber of Commerce for being outstanding senior boy.

ZENITH RADIO CORP., Chicago, is offering FM at new price in its Zenith-Armstrong FM and long-distance AM table model receiver. Unit provides static-free FM on 88-109 mc band, and is priced at $49.95.

EMERSON RADIO and Phonograph Corp. reports it will make large-screen projection type television sets to sell for less than $500 and will design phonograph players for the long-playing records announced by Columbia. Emerson will have on the market before end of the year a 16 inch tube consolette, to sell for under $500, a table-model projection set at same price, and a consolette projection set to be priced at under $600.

WE LOVE OUR LISTENERS

Yes . . . and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIR and its listener friends. They buy any good product we tell them about.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

TV FILM PRODUCTION CENTER TO BE BUILT

A MILLION-dollar studio will be built in San Antonio, Tex., to make both movies and television films. It is said to be the first designed for this dual function.

The builder will be Ralph A. Ralle, production chief of Ralle United Motion Picture Co. It will be financed jointly by Texas and Hollywood interests.

Gordon M. Smith, San Antonio architect, designed the studio which will house a film processing laboratory, wardrobe facilities, sound studios, two swimming pools and complete sets for interior shooting. Building will be air-conditioned.

The equipment is said to be adequate for complete production of major films, and it is planned to make it available on a rental basis to independent producers.

Don Lee Places $250,000 Equipment Order With GE

DON LEE Broadcasting Corp., Los Angeles, recently authorized by FCC to start commercial TV operations, has placed a $250,000 order with GE for postwar television equipment, it was announced last week.

The company's station, which has been on experimentally since 1931 as W6XAO, will change its call letters to KTSL and will operate on Channel 2. Equipment ordered includes a high-powered transmitter, complete studio and film units, and mobile equipment to be used in covering special events.

PUSH PORTABLES
KOIL Conducts Special Promotion

"TAKE Along a Portable" was theme of recent promotion campaign conducted by KOIL Omaha, Neb. Idea was to get more summer listeners, but the station reports many new friends made among retailers.

Letter outlining idea was sent to 108 radio dealers explaining purpose and plan of campaign. Station reports dealers cooperated with radio and newspaper advertising as well as window and counter displays.

KOIL placed car-cards for a month on 475 streetcars and busses in the Omaha-Council Bluffs area. During period June 7-14 silk-screened signs were placed on the back of 105 Checker cabs. Postcard showing taxi with KOIL sign was sent to the dealers with message to effect that station hoped promotion was helping sale of portables for the dealer. Newspaper advertising was also placed during promotion period and dealers helped with special portable radio displays incorporating the KOIL car-cards.

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... very pleased with the work you did on the tower for our 1000 watt station..."

"... we would like to place an additional order ... contingent upon permit grant ... for four 220 ft towers of the same type you erected for us at Newington. ..."

—WALTER M. WINDSOR
Station Manager, Station WKNB
New Britain, Conn.

LINGO
Vertical Tubular Steel
RADIATORS

For delivery on schedule and complete satisfaction depend and "Look to Lingo" and these 5 important "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Only station saturating rich Western Washington market!

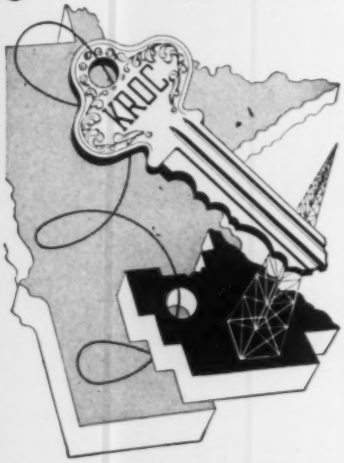
KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ 350,000 INTERNATIONAL visitors spend $16,800,000.00 every year.

★ 34,000 METROPOLITAN consumers spend $190,324,000.00 annually.

★ 87,200 RURAL consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO KROC NBC Minn. Network N. W. Network

Southern Minnesota's Oldest Radio Station
Established 1935

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Co.

News

LESLIE N. FORD, news editor of WBEN Buffalo, has been appointed director of news and special events of WBEN and WBEN-TV. He has been supervising newscasts on TV station since it went on air in May.

ARTHUR J. "DUTCH" BERGMAN, sports commentator of WRC Washington for past four years, has been named manager of District National Guard Armory, that city. Mr. Bergman plans to continue his sportscasting as long as it does not conflict with his new duties.

WILLIAM D. SMITH has been appointed news editor of KILO Grand Forks, N. D.

TOM HARMON has joined KFI Los Angeles as sports director of station's broadcasting and television activities. Mr. Harmon formerly did weekly sports commentary on NBC "Jimmy Durante Show" last year, and for past two years has had weekly sports commentaries "Here Comes Harmon" syndicated to stations throughout country. Previous to joining air force in 1942, Mr. Harmon was sports director for WJR Detroit.

WILLIAM W. WILSON Jr., television special events director for ABC Chicago, has been appointed account executive succeeding TOM CLARK, who is now Western sales manager of "Popular Science." Mr. Wilson joined ABC sales promotion staff in September 1945. He became ABC's spot and local salesman in Chicago in June 1946, and was named to TV special events post in April of this year.

STEVE BUCK, former announcer of KWSC Pullman, Wash., has been appointed announcer and sportscaster of KOPR Butte, Mont.

FRED WEITINGS, newscaster of WIBG Philadelphia, is the father of a girl.

Telephone Troubles

HARRY C. WEAVER, commercial manager of WATO Oak Ridge, Tenn., just about had an atomic explosion of his own a few nights ago when an ambitious telephone operator finally put his call through. Mr. Weaver had been attempting to contact a potential sponsor in another town by telephone for several days, but to no avail. When the attempt failed each day the operator canceled the call. However, the last time the call was placed it was not canceled. You guessed it, in the early hours of the dawn Mr. Weaver's phone rang and there was the potential sponsor on the other end of the line. It took some fast talking, but everyone is happy now, Mr. Weaver reports.

Hoosier Link on Air

THE FIRST TEST of the Hoosier-FM Network of seven stations [BROADCASTING, June 28] has been held successfully, with four of the seven participating. Programs were broadcast from WSRK Shelbyville, WCTW New Castle, WCNB Connersville and WFML Washington, which had completed erection of its tower the day before the network hook-up. The network is expected to go into fulltime operation in the fall with the football season.

INSTITUTE

Creighton U.-WOW Demonstrate TV

RUNNING the gamut from paramecia to pyorrhea, the Creighton U Summer Session Radio Institute last Friday presented a special telecas on the WOW Omaha-Creighton screens.

Highlight of the TV demonstration show were the paramecia, microscopic animals .1/7,500 of an inch, which were enlarged to a four-inch picture on the screen, thanks to the flexibility of the image-orthicon tube. They were shown cavorting around in a pool—actually a drop of distilled water 100th of an inch in diameter.

A dramatic presentation of the life of the ancient Greeks and Romans was also shown, plus a pained dental patient suffering with pyorrhea, undergoing treatment.

There were several speakers during the Friday and Saturday Institute, including representatives of the four major networks.

Dr. E. W. Ziebarth, director of education, CBS Central Division, spoke Friday on "Documentary Technique in Social Problems." Betty Ross, assistant director of public affairs and education, NBC Central Division, discussed "Children's Problems." Frank Shopen, general manager of KOAD (FM) Omaha, talked on "Jeremiads of FM." Chairman of the day's sessions was George Hey, Creighton U. professor of English.

J. Bernard Conway, department of marketing at Creighton U., was the chairman for Saturday. Scheduled speakers included: Robert B White, director of public service ABC Central Division; Gilbert Mc Clelland, director of promotion and research, MBS Midwest Division Dr. Franklin Dunham, U. S. Office of Education, Washington; Elder Anspach, KSWI-KFMX Council Bluffs, Iowa, program director.

A question period after the sessions was followed by a noon luncheon at the Omaha Athletic Club. The Institute is free, and open to the public.

Lions Clubs Will Honor WCBS and Milton Bacon

WCBS New York and its assistant general manager, Milton Bacon, are to be cited by the 220 Lions Clubs of New York state for "community service," when 15,000 delegates of the 6,800 international Lions Clubs meet July 25 in New York's Madison Square Garden.

Arthur Hull Hayes, WCBS general manager, will accept the award, which commends the station "on its very fine demonstration of such community service in sending their representative, Milton Bacon, to meetings of the Lions Clubs and other service organizations."

L. A. Used Car King Sets Up Two Television Stores

VIDEO SET SALES as well as the production of television film have become the concern of Earle (Madman) Muntz, Los Angeles used car king.

Mr. Muntz is setting up two stores in Los Angeles to sell TV receivers made by RCA, Philco, General Electric, Admiral and Emerson. In addition, he is planning to merchandise a set under his own name with distribution to get underway within 30 days. No price has yet been set on the Muntz made set.

Instead of the usual 30% down plus the cost of installation, Mr Muntz is lumping the entire cost of set and installation in one figure and asking purchasers to put down 20%. Payments are being offered on 12-15 or 18-month basis.

On the film side of television Mr. Muntz is shooting at the Chaplin lot in Hollywood. No details have been forthcoming.

AMERICAN COLLEGE PUBLIC RELATIONS Assn. has presented its annual award for "Distinguished Service in Interpretation of Higher Education" to Lowell Institute Cooperative Broadcasting Council of Boston, in recognition of its success in presenting adult education courses over six Boston stations: WBZ WCOP WEEI WHDH WMEX and WNAC.

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population	520,300.
Retail Sales (Est. 1947)	$406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

Dr. F. Goodman Retires; Was Religious Pioneer

DR. FRANK C. GOODMAN, a pioneer in religious radio broadcasting who is credited with arranging the first religious program to be aired on WEAF New York, late last month retired as executive secretary of the Department of Religious Radio of the Federal Council of Churches of Christ in America.

Dr. Goodman joined the Council in 1917—the year he was "converted" after attending a Billy Sunday meeting in New York Tabernacle, he declares. From then until 1926 he conducted the service department, during which time the Department of National Religious Radio was organized, following the initial WEAF broadcast in 1923.

Following Dr. Goodman's appointment as secretary of the Federal Council in charge of radio programs, he was largely responsible for the adoption of a code for religious radio, based on the principle of non-sectarianism. During his career with the council he arranged 12,000 network and 10,000 local broadcasts. He retired at the age of 70.

TAKE-AWAY SHOW
'You Can Lose Your Shirt' Planned by WNEW

WNEW New York, an impish station with little reverence for some idols of the big networks, last week undertook a take-away program aimed at spoofing the fantastic give-away shows that are cluttering nationwide programming.

WNEW, in about two weeks, will begin a program called *You Can Lose Your Shirt*, and on this one participants can lose not only their shirts but their money. A primary qualification for any participant is that he have $100 in his pocket—his own funds. Unless he answers questions properly, he can lose the whole wad. Proceeds of the program will go to various charities.

The program, tentatively scheduled for Mondays, 8-9:30 p.m., will be sponsored by Bruno-New York, distributor of Bendix washing machines. Business was placed direct.

Allied Arts

CLEO F. CRAIG, vice president of AT&T in charge of department of personnel relations, has been named director of department of operation and engineering. He succeeds **WILLIAM H. HARRISON**, who resigned to become president of International Telephone and Telegraph Corp. [BROADCASTING, June 28]. **WILLIAM C. BOLENIUS**, president of Wisconsin Telephone Co., was elected AT&T vice president in charge of personnel relations, succeeding Mr. Craig.

J. F. CROSSIN, former vice president of Olympic Radio & Television Inc., and member of the executive staff of Crosley Corp., has been named director of national sales for the U. S. Television Mfg. Corp. He will be located at the New York headquarters.

Mr. Crossin

WORLD VIDEO Inc., New York, has announced completion of new puppet show for television titled "The Adventures of Billy Bravo." "Billy" is based on "Guignol", hero of countless Punch and Judy shows in France, where series will be produced for American audiences. Episodes in series will be adapted from "Sinbad the Sailor," "Cinderella", "Aladdin", etc.

RADCLIFFE L. ROMEYN, factory export manager of Philco Corp., has been appointed vice president and factory export manager of International Division of Philco. He will continue same duties with added responsibilities of new position. Mr. Romeyn joined Philco in 1945 as merchandising and sales promotion manager for export division. He has been associated with Kraft Cheese Co. in Argentina, and helped open branch office of Grant Adv. Inc., in Argentina. He later became vice president of agency in charge of two offices in Brazil before joining Philco.

BETTY HOPKINS has been named radio director of Los Angeles Community Chest, succeeding **DICK DAY**.

NORMAN M. MARTIN, formerly with Research Enterprises of Toronto, has joined Jerry Fairbanks Productions, Hollywood, as head of studio research staff.

J. ROBERT BURNS, publicity director of Chamber of Commerce Phoenix, Ariz., has announced plans of production not later than Sept. 1, of 16 mm video film of five and ten minute length, plus clips for insertion into television newsreels. Purpose of films is to publicize advantages of Phoenix and Arizona as winter vacation resort and good place for industry and business. Film will be available to stations on "competition-protected" basis.

RAYMOND ROSEN & CO., Philadelphia, has announced formation of new subsidiary company. New company will be known as Raymond Rosen Engineering Products Inc., and will handle all business formerly handled by engineering products division of Raymond Rosen & Co. **RAYMOND ROSEN** is president of new company and **LOUIS P. CLARK**, former general manager of engineering division, has been named vice president and general manager.

WILLIAM A. CONNELL Jr., formerly with Robbins Publishing Co., New York, has joined O'Brien & Dorrance, New York specialist in promotion. He joins art department.

Equipment

BELL TELEVISION Inc., with branch offices in Boston and Hartford, has opened Los Angeles branch at 6404 Hollywood Boulevard. **WALTER C. BOWMAN**, retired Army colonel, heads the division.

STURGIS-GRANT PRODUCTIONS Inc., with offices at 314 E. 46th St. New York has been formed to produce special purpose films and filmstrips for medical and allied professions. Officers are **WARREN STURGIS**, president, **DWINELL GRANT**, vice president, **M. C. ROMILLY**, secretary-treasurer.

ROCKWALL INSTRUMENTS, Terrell, Tex., has introduced "Programat" playback and recording machine with up to five turntables and features instantaneous starting, automatic cueing and exact groove-spotting electronically controlled firm reports.

ADMIRAL RADIO CORP. is currently featuring console radio-phonograph that plays four hours of records at 33 1/3 revolutions per minute, as well as at standard speed. It is expected to sell for $169.95. Records made at slower speed provide 22 1/2 minutes of music per side instead of usual three. New player combination has capacity of 12 10-inch records or 10 12-inch discs.

ANDREW Corp., Chicago, is distributing two brochures to the trade. First one covers work done by company in design and construction of WKOW Madison, Wis. Second brochure is technical paper, "Eliminating Spurious Radiations from BC Transmitters," written by Dr. Victor J. Andrew and reprinted from "Tele-Tech" of Feb., 1948.

ELECTRO-VOICE Inc., Buchanan, Mich. has released four page condensed bulletin of Electro-Voice Microphones, Stands and Accessories. Bulletin made for quick reference includes illustrations and descriptions of majority of E-V models.

Factory Workers Lulled By Special Broadcasts

WABX (FM) Harrisburg, Pa., is now conducting special programs for broadcast to factories in the area. Programs are controlled by time clocks which turn on and shut off the amplifying equipment at pre-set times, according to Harold Bishop, station owner and operator.

Kent J. Terry installed the RCA sound equipment which distributes the music and entertainment to all workers in the industrial establishments.

TELEVISION programs in New York area are being covered by Radio Reports Inc., which currently reports on AM and FM radio. Service may later be extended to cover Los Angeles, Boston, Chicago, Washington and Detroit areas, company reports.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC · 5000 WATTS · FULL TIME

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP THE STAR-TELEGRAM STATION SINCE 1922 FORT WORTH, TEXAS

AM - FM - TV

FREE & PETERS, Inc.,
National Representatives

July 2 Decisions . . .

BY COMMISSIONER STERLING

WPIT Inc., Pittsburgh—Granted petition to dismiss without prejudice its TV application.

Central Bcstg. Co., Des Moines, Iowa—Granted petition for leave to amend its TV application to specify Channel 12 in lieu of 2.

Rock River Valley Bcstg. Co., Watertown, Wis.—Granted petition for leave to amend its application to change power from 250 w to 500 w on 920 kc.

KSAL Salina, Kan.—Commission on its own motion continued consolidated hearing scheduled for July 9 to July 28 at Washington.

Bunker Hill Bcstg. Co., Boston—Granted petition to continue consolidated FM hearing scheduled for July 6 to August 9 at Boston.

The Fort Industry Co., Miami—Granted petition in part for changes in site, ant. characteristics ERP and to specify Channel 7 for TV station; denied petition in other respects.

The Master Bcstg. Corp., Rio Piedras, P. R.—Granted petition for leave to amend its application to report changes in officers, directors and stockholders, etc.

Stanislaus County Bcstrs. Inc., Modesto, Calif.—Granted petition to take depositions in re its application.

Radio Sales Corp., Seattle—Commission on its own motion continued indefinitely, hearing scheduled for July 6 in re extension of completion date of CP pending action on petition for reconsideration and grant.

Sam P. Douglas, Portales, N. M.—Ordered that application of Douglas be dismissed without prejudice for failure to prosecute, and removed from hearing docket application of Plains Bcstg. Co. Inc.

Wisconsin Bcstg. System Inc., Milwaukee—Scheduled consolidated TV hearing for July 28, 1948, at Washington in re Docket 8954 et al.

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—Scheduled consolidated TV hearing on Albany-Troy applications, for July 26 at Albany and Aug. 2 at Troy.

ACTIONS OF THE FCC

JULY 1 to JULY 8

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

July 2 Applications . . .

ACCEPTED FOR FILING

AM—1370 kc

Fairmont Bcstg. Co., Fairmont, Minn.—CP new standard station on 1370 kc 1 kw DA unl. AMENDED re officers, directors, and stockholders.

AM—1320 kc

W. L. Moseley and R. E. Moseley d/b as Moseley Brothers, Picayune, Miss.—CP new standard station on 1320 kc, 250 w D.

AM—960 kc

WWST Wooster, Ohio—Mod. license to increase power from 500 w to 1 kw.

AM—1380 kc

KMUS Muskogee, Okla.—Mod. CP new standard station to change type of trans.

AM—620 kc

WKAQ San Juan, P. R.—Mod. CP install DA for DN, and change studio location for extension of completion date.

AM—1280 kc

WANS Anderson, S. C.—Mod. CP new standard station change type trans. and for approval of ant., trans. and studio location.

AM—1220 kc

Palmetto Bcstg Co., Kingstree, S. C.—CP new standard station on 1220 kc 1 kw D.

AM—1450 kc

WCRS Greenwood, S. C.—CP to reinstate CP as modified, installation of new vertical ant. and to support FM ant. on 1450 kc 250 w unl.

AM—1050 kc

Sparta Bcstg. Co., Sparta, Tenn.—CP new standard station on 1050 kc 1 kw D.

Modification of CP

KTXN Austin, Tex.—Mod. CP new standard station to make changes in the FM ant. that is mounted on top of the AM tower and to change studio location.

KDSX Denison, Tex.—Mod. CP new standard station for approval of ant. and trans. location.

KROD El Paso, Tex.—Mod. CP increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WHIS Bluefield, W. Va.—Mod. CP increase power, install new trans. and DA-N for extension of completion date.

KPNI Palo Alto, Calif.—Mod. CP new FM station for extension of completion date.

WGST-FM Atlanta—Same.

WMBD-FM Peoria, Ill.—Same.

WBON Bowling Green, Ky.—Same.

KEX-FM Portland, Ore.—Same.

WCAU-FM Philadelphia—Same.

WRGB Schenectady—Mod. CP for extension of completion date.

KDYL-TV Salt Lake City—Mod. CP new commercial television station for extension of completion date.

License Renewal

KEYS Corpus Christi, Tex.

TENDERED FOR FILING

Assignment of License

WRQN Vidalia Bcstg Co., Vidalia, Ga.—Consent to assignment of license to M. F. Brice and R. E. Ledford, a partnership d/b as Vidalia Bcstg. Co.

ACCEPTED FOR FILING

License for CP

KXRX San Jose, Calif.—License to cover CP new standard station.

WDOV Dover, Del.—License to cover CP new standard station.

WDAE Tampa, Fla.—License to cover CP to install new trans.

WCFL Chicago—License to cover CP increase in power, install new trans. and change in DA-DN.

KAKC Tulsa—License to cover CP changes in the vertical ant. and install FM ant. on AM tower and change studio location.

KNPT Newport, Ore.—License to cover CP new standard station.

WMAK Nashville, Tenn.—License to cover CP new standard station.

Modification of CP

WDAK-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

License to Cover

WKJG-FM Fort Wayne, Ind.—License to cover CP new FM station.

Modification of CP

WBZ-FM Boston—Mod. CP new FM station for extension of completion date.

WHEC-FM Rochester—Same.

WESB-FM Bradford, Pa.—Same.

License for CP

KTEM-FM Temple, Tex.—License to cover CP new FM station.

Modification of CP

WWOD-FM Lynchburg, Va.—Mod. CP new FM station for extension of completion date.

License for CP

WPLH-FM Huntington, W. Va.—License to cover CP new FM station.

Modification of CP

WRJN-FM Racine, Wis.—Mod. CP new FM station for extension of completion date.

TV—186-192 mc

Paramount Television Productions Inc., San Francisco—CP new commercial television station on Channel 9, 186-192 mc ERP vis. 30.5 kw, aur. 15.3 kw, unl. AMENDED to change trans. location and make ant. changes.

TV—66-72 mc

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 16 kw, aur. 8 kw, unl.

TV—198-204 mc

Congress Square Hotel Co., Portland, Me.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 30.5 kw, aur. 15.25 kw, unl.

Modification of CP

WBAL-TV Baltimore—Mod. of CP which authorized a new commercial television station for extension of completion date.

TV—192-198 mc

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 2.8 kw, aur. 1.4 kw, unl.

TV—210-216 mc

WKBN Bcstg. Corp., Youngstown, Ohio—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 21.6 kw, aur. 11.4 kw, unl.

TV—180-186 mc

Tulsa Bcstg. Co., Tulsa—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 18.5 kw, aur. 9.25 kw, unl.

TV—186-192 mc

Central Pennsylvania Corp., Altoona, Pa.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 3.11 kw, aur. 1.55 kw unl.

TV—210-216 mc

Central Pennsylvania Corp., Williamsport, Pa.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 3.64 kw, aur. 1.82 kw, unl.

WRAK Inc., Williamsport, Pa.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 3.13 kw, aur. 1.57 kw, unl.

TV—186-192 mc

WMPS Inc., Memphis—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw, unl.

License Renewal

WSHS Floral Park, New York

License for CP

W9XDV WGN Inc., Chicago—License to cover CP which authorized new experimental television relay station.

W9XGZ WGN Inc., Chicago—License to cover CP which authorized new experimental television relay station.

TV—7075-7100 mc

Radio Television of Baltimore Inc., Baltimore—CP for new experimental television relay station to be operated on 7075-7100 mc, 0.1 w, emission special.

(Continued on page 90)

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AFN'S FIVE YEARS

July 4th Marked Birthday

AS OF JULY FOURTH, the American Forces Network, in the U. S. Occupied Zone of Germany, has been beaming American programs to our troops for five years.

The network, originally set up with five 50-w transmitters and BBC studio facilities in London, now has a total of five studios in Frankfurt, Berlin, Munich, Bremen and Stuttgart, and seven transmitters ranging from 300 to 100,000 watts, each with its transmitter and two additional ones operating out of Bayreuth and Bremerhaven. During the European campaigns there were 14 stations and upward of 70 transmitters in operation simultaneously in the network. While serving GIs, and more recently U. S. civilians and dependents, in Europe for the past five years, AFN has built up a vast audience in Europe, Scandinavia, the Balkans, Middle East, Baltic States, Iceland, Finland and Africa.

AFN first went on the air on July 4th, 1943 for four hours a day from BBC's London studios. Shortly thereafter, the American Network was assigned its own studios in Carlos Place just off Grosvenor Square in London and later moved to larger quarters in Lord Jellicoe's town house.

Today AFN is on the air 112 hours a week. Seven hours and 35 minutes of this are devoted to news and the rest of the time is devoted to live shows produced in the various AFN studios and to top stateside programs recorded and sent to Germany by the Armed Forces Radio Service, AFN's parent organization.

The present staff consists of eight officers, 84 enlisted men and 56 civilians. Only remaining member of the original staff is John Vrotsos, AFN chief announcer, formerly of KDTH Dubuque, Iowa, who joined the AFN organization as a corporal six weeks before its actual activation.

The network is under the command of Lt. Col. Walter G. Ball with Louis Adelman, former instructor of radio at N.Y.U., as chief of operations. Bruce Wendell, program director, was with WNEW. Other former commercial affiliations include: Ralph Moffat, WTCN Minneapolis; Hal Wilson, WIBW Topeka; Alan Norman, WITH Baltimore; Jay Duce, KLUF Galveston; Draper Lewis, CBS New York; Del Cox, KOOS Coos Bay, Oregon; Peter Douglas, WEED Rocky Mount, North Carolina; Ev Glenn, WHB Kansas City; Roy Meachum, WNOE Monroe, Louisiana; Bill Fitzgerald, ABC Chicago; Tom Wuriu, WUSI Iowa City and Nate Malchman, WNBH New Bedford.

HUMAN INTEREST documentary broadca from Hickam Field, Hawaii, is record by Capt. Maxwell Marvin (l) as he i terviews S Sgt. John L. Cross. Intervie is one of a series done from Air For bases in the Pacific and Asia bein featured on the MBS "Air Force Hour The program, produced by USAF, is hea Sundays 2 p.m. (EDST)

AFRS Thanks Industry For Service to Troops

APPRECIATION of military officials for radio's services to activities of Armed Forces Radio Service was expressed by Brig. Gen. John K. Rice, of the Troop Information & Education Division, War Dept. Special Staff.

In a letter expressing "sincere appreciation," Gen. Rice wrote NAB President Justin Miller that the AFRS broadcasts "are a strong factor in the happiness and contentment of our far-flung troops of the Army, Navy, Marines, Air Force and Coast Guard at the present time, and their effect may become even more significant with the passage of the Selective Service Law."

TV at Chicago Show

SEVENTY-TWO per cent of the exhibition space in Chicago's Coliseum has been reserved by television set manufacturers for the national TV show to be staged there from Sept. 18 to 26, according to Harry Alter, chairman of the show committee. A television theatre seating 3,500, a special room for viewing video on a large screen with seating capacity of 500, and a so-called "jeep" studio in which show visitors may see themselves on a receiver as they stroll through the exhibit are features of the show.

VAUGHN MONROE show, now known as "The Camel Caravan" formerly heard Sat., 9:30-10 p.m., on CBS for R. J. Reynolds Tobacco (Camel cigarettes), July 5 moved to Mon., 10-10:30 p.m. Starting Aug. 30 and through Sept. 27 program will be heard 10:30-11 p.m. on Mon. Oct. 4, in same time slot. "Screen Guild Players" replaces show for summer. Wm. Esty, New York, is agency.

GI Requisite Droppe For ATW's Laborator

AMERICAN THEATRE Win whose courses in stage, radio an video techniques were designed a refresher training for actors, d rectors, writers, etc., returned fro military service, has dropped th GI requirement for admission to it Summer Television Laborator This 10-week course, starting Jul 5, was planned in conjunction wit the Radio Writers Guild and Radi Directors Guild. Student body limited to eight writers and te directors, members of RWG RDG.

Divided into two writer-directe groups who are expected to pr duce two complete video program every other week, the student write, direct, produce, handle th cameras, lights, props and perfor all the other functions needed t put a TV show on the air. Profes sional actors are supplied from th Wing's talent pool.

Class fees are $85 for writers $125 for directors, for the ten-wee course. Fees cover only the actua laboratory costs.

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Programs

WALT DISNEY contest starts today on "Mike Hunnicutt Show," over WOL Washington. Contest invites Washington youngsters to tell in 50 words or less who their favorite Walt Disney character is, and why. First prize winner will receive $25 Security Savings Bond, and next twelve runners-up will be awarded "Melody Time" album of records, plus pair of tickets to local theatre. Twelve additional prizes of two theatre tickets apiece will bring total number of awards to 25. Contest is scheduled to run from July 12 through July 21.

AAU Track Meet

NATIONAL AAU track and field championships were telecast recently by WTMJ-TV Milwaukee from stadium of Marquette U. Meet was semi-final to Olympic finals run off at Dyche Stadium, Evanston, Ill.

'Handy Gal'

PRACTICAL hints on how to fix it, mend it, paint it, do it are offered on "Handy Gal" program presented five times weekly by WTOP Washington. "Handy Gal" is Clover Holly, popular WTOP personality, who tells homemakers how to be "your own handy gal, how to do the thousand and one odd jobs that keep a home running smoothly."

Video News

CRITICAL news events in the U. S. and in trouble spots around the world are being presented in weekly telecast newsreels presented by Chevrolet over WMAR-TV Baltimore. Analysis of latest news is given by nationally-known commentators with film which is compiled by Telenews Film Agency.

Police Graduation

GRADUATION exercises from St. Louis Police Academy were carried recently by KXOK St. Louis. Tape recording of proceedings was made and included talks by St. Louis police chief and president of Board of Police Commissioners and Missouri Governor Phil M. Donnelly.

WJR 'Frolic'

TALENT auditions among Detroit amateurs are being conducted by WJR that city, for its "Neighborhood Frolic" program. "Frolic" is broadcast each week from different section of the city, and includes street dance, with music from WJR mobile unit and stage entertainment. Preliminary auditions are conducted by station producer, but final winner is selected by audience. Weekly winners broadcast each Wednesday evening.

'Beach Party'

COMBING the Long Beach, Calif., sands for hairiest chests, scantiest bathing suits, and most diligent clam-diggers among other things, is Bob Lamb, as m.c. of KFOX Long Beach newest audience participation show "Trylon's Beach Party." For a half-hour every Saturday Bob patrols the beach, indulging bathers in various kinds of antics and competitions, and relaying goings-on by short-wave to station transmitter, G. A. Charters Co., Los Angeles (wax car finish), sponsors program.

Honored Visitor

ONE MILLIONTH visitor to Howe Caverns, New York, was interviewed recently by Martha Brooks, mistress of ceremonies of "Breakfast with the Brooks," show over WGY New York. Honored visitor was presented with section of a stalagmite taken from caves, which according to geologists, required 8 400 years to form. She also received 69 silver dollars, one for each year of her age.

Promoting Good Will

ALL-OUT campaign for better international understanding is being conducted by WBAA West Lafayette, Ind. Station is non-commercial outlet of Purdue U. and will use spot announcements, feature programs and musical shows to promote better international good will. Material has been requested from 48 foreign countries, 26 of which have already responded. Cooperation is also being received from BBC North American Service of the French Broadcasting Corp., Netherlands Information Bureau, Chinese News Service and Belgian Government Information Center. Students from nearly 35 countries at Purdue will also take part in the series.

Baseball Listeners

DURING tie score seventh inning of baseball game, KIND Independence, Kan., was forced to sign off. Station invited listeners to come to studios and hear remainder of game on monitor equipment. Within a few minutes, station reports, all studios and control room were filled with listeners.

Describes Diving Activities

TO HELP promote Treasury Department's California Security Loan Drive, KROW Oakland carried special broadcast from diving tank in Oakland Civic Center. Vern Louden, KROW announcer, donned a diving suit and helmet and took his microphone beneath the water to describe sub-surface salvage activities of a Navy diver.

Diving Champs on TV

DEMONSTRATIONS were given by eight top young divers and swimmers during special hour show on WLWT (TV) Cincinnati. Broadcast from Coney Island pool, program also included Bruce Harlan, national diving champion, and indoor diving champs Dan Shafer and Jim Strong.

'Teen Age Time'

SUMMER series of "Teen Age Time" on WTMJ Milwaukee, Wis., features recorded music, round-table discussions, interviews and a bulletin board of teen-age activities. Round-table now includes discussion of driving lessons taken by participants morning of the program. Interviews are with teen-agers at places of interest around Milwaukee and with a recreation leader or personality who has suggestions for summer teen-age activities. Record requests are accepted from high school students only, station reports.

'Swap Shop' Returns

"SWAP SHOP," a long-time favorite in Philadelphia, has returned to air waves as video show from 8:30 to 9 p.m. Thurs. over WFIL-TV, that city, with Jack Steck, its radio originator, as emcee. Audience is invited to go before the cameras to tell about items for trade and articles wanted in return. Mr. Steck will put prospective traders in touch with each other, offering no charge for service. Where item for swap is too large to bring to studio, the owner will be interviewed.

'The Earlys'

BREAKFAST SHOW designed—according to script—for insomniacs and night-workers, and broadcast for their convenience from 7:20 to 7:30 p. m., is regular Mon. through Fri. feature on WFIL-TV Philadelphia. Titled "The Earlys," program is parody on husband and wife shows. It features Gloria Brennan, formerly with W2XJT Jamaica, N. Y., and her husband, Allan Hayes, also formerly with W2XJT.

Occupations-Unusual

HUMAN gorillas, ant raisers, fish smellers and other assorted humanity march across W6XAO Hollywood's television screen weekly in new half-hour "It's a Living" series. Program features people who earn their living by unusual occupations, many of whom bring their "occupations" right into the studio. Series also is aired half-hour weekly on MBS.

Campaign Launched

SPECIAL BROADCAST which launched a campaign to raise funds for radio receiving equipment for use in German schools in American zone of occupation, was recently heard over MBS. Titled "Silver Shower," program featured remarks by General Lucius D. Clay, commander of occupation troops in Europe, and Justin Miller, president of NAB.

VETERANS of Foreign Wars have presented WKOX Framingham, Mass., with citation for its cooperation in presenting and promoting, through local VFW Post, their program, "Our Land Be Bright."

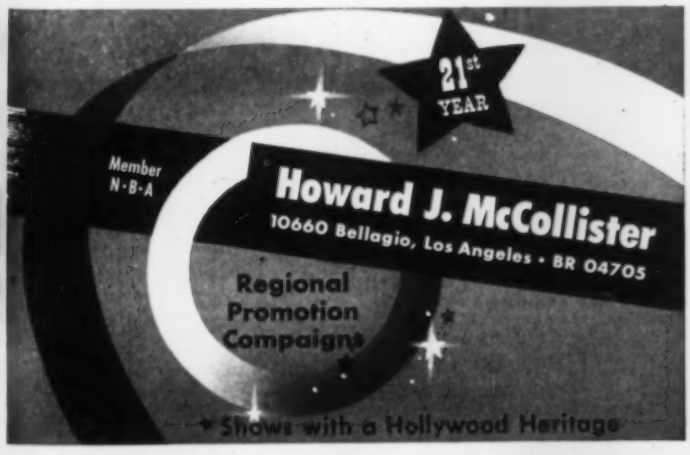
LOUISVILLE FIRE
Oil Refinery Explosion Covered By WHAS

PETE FRENCH (r) interviews Louisville Safety Director David McCandless during Aetna Oil Co. fire June 27.

FOUR staffers of WHAS Louisville, Ky., almost lost their lives, station reports, while covering half-million dollar fire at Aetna Oil Co. refinery June 27.

When first tank exploded shortly after 1 a.m., Pete French, Jim Walton and Alice Watkins sped to the scene. They were met there by Engineer Dick Bell with tape-recording equipment. While Mr. French was interviewing persons working to put out fire, tank in front of him exploded, showering area with oil, flames and debris.

Mr. French kept right on talking, and came up with excellent news recording of fire, station reports. Only casualties on staff were oil-spattered clothes.



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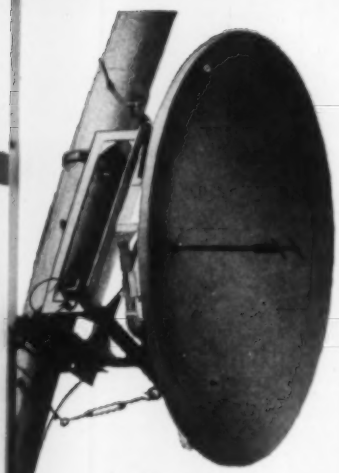
FEDERAL'S FM 10 KW Transmitter, officially approved by the FCC, has the exclusive "Frequematic" FM Modulator. It reduces distortion and noise well below RMA specifications, and stabilizes mean carrier frequency within 0.001 per cent of assigned value. This transmitter combines outstanding fidelity with economy, accessibility and highly dependable performance.

FEDERAL'S Transmitting Tubes provide long service. They stand up under severe operating conditions, and maintain original characteristics for life.

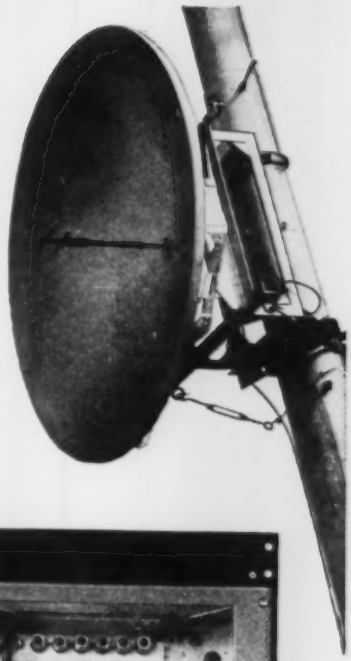
FEDERAL'S TV Monitor meets all FCC requirements. Designed for long service life, it accurately measures video carrier frequency, and monitors sound carrier and modulation.

FEDERAL'S Field Intensity Meter accurately measures signal intensity of AM broadcasting stations whether in the standard band of 530-1600 Kc—200 to 400 Kc—1600 to 3600 Kc—or 3600 to 7000 Kc. This 29-lb. unit is portable.

HIGHEST GAIN IN THE FIELD WITH FEDERAL'S SQUARE LOOP ANTENNA. In many installations from coast to coast, this design is producing an effective radiated power of as much as twelve times the Kilowatt rating of the FM transmitter. This means new power and new range for better and wider service. Federal's Square Loop Antenna also brings you simplicity of mechanical and electrical design . . . greater accessibility for maintenance . . . no operational tuning . . . maximum lightning protection . . . immediate delivery and ease of installation.

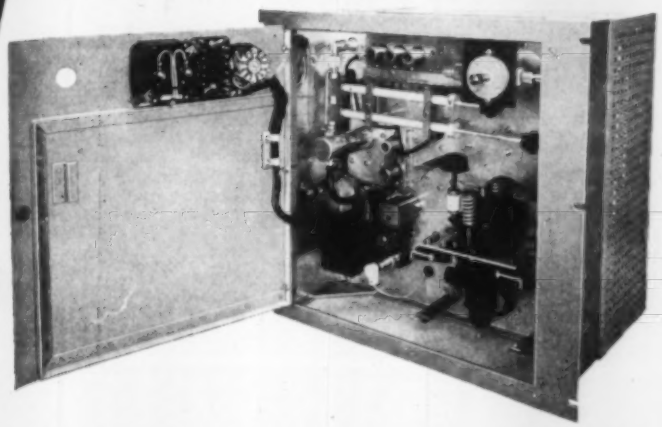


Federal's Studio-to-Transmitter Link for High Fidelity Program Transmission

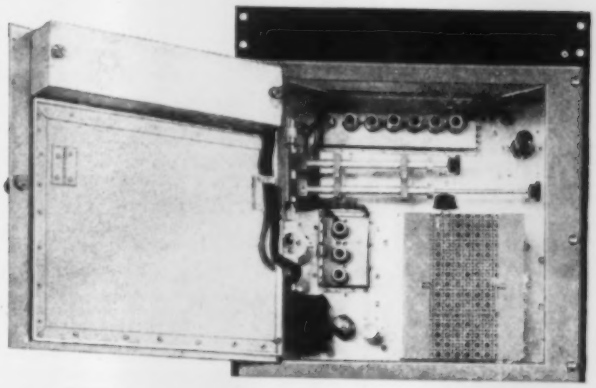


Here's the new Federal microwave system to eliminate S-T wire and cable circuits. Combining outstanding fidelity – distortion less than 1% over 50-15,000 cycles – low noise level, 65 db below 100% modulation – and a 35-mile "line of sight" range – this system complies with all applicable FCC regulations for good engineering practice. Link consists of a transmitter, receiver and two standard 6-foot parabolic reflectors (4- or 8-foot reflectors supplied on request).

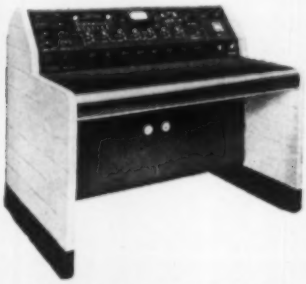
ONE OF MANY NEW DEVELOPMENTS BY FEDERAL TELECOMMUNICATION LABORATORIES



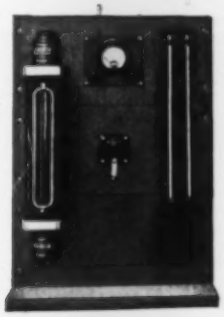
TRANSMITTER employs advanced-design direct frequency modulation and crystal-controlled klystron power oscillator. Complete monitoring facilities include frequency and power measurements, aural monitoring, and vacuum tube metering. Designed for mounting on standard 19" relay rack, it is only 35" high and 13" deep.



RECEIVER is a single superheterodyne which utilizes reflex-klystron local oscillator. It features pre-selection to reduce possibility of spurious interference. Relative stability is maintained within 0.01 per cent with automatic frequency control. Metering is provided for all vacuum tube circuits, carrier level, and crystal current. Same mounting and size as transmitter.



FEDERAL'S De Luxe Studio Console combines control of all facilities of an FM transmitter into one unit—a "nerve center"—convenient, foolproof, and handsome in appearance.



FEDERAL'S All-Metal Dummy Antenna meets the need of the Broadcasting Industry for testing of high power, VHF and microwave (FM and TV) transmitters. No conventional resistors and insulators. Compact, light, water-cooled —determines RF power accurately.

FEDERAL'S Standard 5KW AM Broadcast Transmitter assures high fidelity performance and maximum operating efficiency. Nominal output of 5KW can be transferred instantaneously to 1 KW. Every component is conservatively operated. Every circuit is engineered for maximum life of its elements. A new simplified power supply reduces maintenance to a minimum. Standard operating band.

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Here are the results of a survey recently conducted by Robt. S. Conlan and Associates in our coverage area.

WAZL	67.5%
Station A	2.6
Station B	2.3
Station C	7.0
Station D	9.2
Station E	1.9
Station F	2.4
Others	7.1

For further information write to
Vic Diehm c/o WAZL
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WAZL

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THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

KBIM
KBIW

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

FCC Actions

(*Continued from page 84*)

for FM and hours of operation in accordance with sections 4.131(b) and 4.163.

ST—940.5 mc

Joe L. Smith Jr., Beckley, W. Va.—CP for new ST link station on 940.5 mc, 15 w and emission special for FM, hours of operation unl.

TENDERED FOR FILING

TV—60-66 mc

Presque Isle Bcstg. Co., Erie, Pa.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 1.0 kw, aur. 0.82 kw.

TV—76-82 mc

Jack M. Draughon and Louis R. Draughon d/b as WSIX Nashville—CP for new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.1 kw, aur. 8.86 kw.

Modification of CP

KWBB Louis Levand, Max Levand and John Levand, d/b as The Wichita Beacon Bcstg. Co., Wichita, Kan.—Mod. CP to change frequency from 1420 to 1410 kc, power from 500 w to 1 kw, hours of operation from D to unl. and install DA-DN.

AM—360 kc

WGAN Portland, Me.—CP to modify daytime DA system.

AM—1280 kc

Radio Fitchburg Inc., Fitchburg, Mass.—CP for new standard station on 1280 kc 500 w D.

AM—1170 kc

WTNJ Trenton, N. J.—CP to change frequency from 1310 to 1170 kc, power from 500 w to 1 kw, hours from S-WCAM and WCAP to D only.

July 6 Decisions . . .

BY A BOARD

KSWI Council Bluffs, Iowa—Granted renewal of license for the period ending May 1, 1951.

WKNS Kinston, N. C.—Same.

WABZ Albemarle, N. C.—Same.

WSTS Southern Pines, N. C.—Same.

WHSC Hartsville, S. C.—Granted renewal of license for the period ending February 1, 1951.

WGNS Murfreesboro, Tenn.—Same.

WFBL-FM Syracuse, N. Y.—Granted renewal of FM license for the period ending March 1, 1949.

WIBW-FM Topeka, Kan.—Granted renewal of FM license for the period ending December 1, 1948.

WOPI-FM Bristol, Tenn.—Granted renewal of FM license for the period ending March 1, 1950.

KOZY-FM Kansas City, Mo.—Granted renewal of FM license for the period ending March 1, 1951.

WINC-FM Winchester, Va.—Present license for FM station extended on a temporary basis to September 1, 1948.

Following stations were granted renewal of licenses for the period ending August 1, 1951: KBIX Muskogee, Okla.; KBKR Baker, Ore.; KBOW Butte, Mont.; KBUR Burlington, Iowa; KCID Caldwell, Idaho; KHUZ Borger, Tex.; KMHK Mitchell, S. D.; KNEL Brady, Tex.; KPLC Lake Charles, La.; KSYC Yreka, Calif.; KTTR Rolla, Mo.; KVOU Uvalde, Tex.; KWEW Hobbs, N. M.; KWRN Reno, Nev.; KXOA Sacramento; KYOS Merced, Calif.; WARD Johnstown, Pa.; WBAB Atlantic City; WBEC Pittsfield, Mass.; WBTA Batavia, N. Y.; WDAN Danville, Ill.; WDBC Escanaba, Mich.; WESB Bradford, Pa.; WFKY Frankfort, Ky.; WGTC Greenville, N. C.; WHAV Haverhill Mass.; WHBS Huntsville, Ala.; WHOB Gardner, Mass.; WHOT South Bend; WINR Binghamton, N. Y.; WKAY Glasgow, Ky.; WKBV Richmond, Ind.; WLOE Leaksville N. C.; WMJM Cordele, Ga.; WMOA Marietta, Ohio; WMOG Brunswick, Ga.; WMRF Lewistown, Pa.; WMRN Marion Ohio; WMTW Portland, Me.; WNLC New London, Conn.; WOPI Bristol, Tenn.; WOSH Oshkosh, Wis.; WROV Roanoke; WSAP Portsmouth, Va.; WSIR Winter Haven, Fla.; WSTP Salisbury, N. C.; WTBF Troy, Ala.; WTNB Birmingham, Ala.; WTVL Waterville, Me.

July 6 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KDAC Fort Bragg, Calif.—Voluntary assignment of CP from Tony R. Amarante, John A. Brush, Mathew Thompson and Edward Mertle, a partnership d/b as Mendocino Coast Bcstg. Co. to Tony R. Amarante, John A. Brush and Edward Mertle, a partnership d/b as Mendocino Coast Bcstg. Co.

AM—1170 kc

WTNJ Trenton, N. J.—CP to change frequency from 1310 to 1170 kc, increase power from 500 w to 1 kw and change hours of operation from S-WCAM and S-WCAP to D.

Assignment of License

WBUD Morrisville, Pa.—Voluntary assignment of license from Francis E. Streit and Verna S. Hardin, a partnership d/b as Morrisville Bcstg. Co. to Morrisville Bcstg. Co.

License Renewal

WMOC Covington, Ga.

APPLICATION DISMISSED

Modification of CP

WRMS Ware, Mass.—Mod. CP new standard station for extension of completion date. DISMISSED June 29, 1948.

KSWR Rawlins, Wyo.—Mod. CP new standard station for approval of ant., trans. and studio locations. DISMISSED June 30, 1948.

APPLICATION RETURNED

AM—1300 kc

Montclair Bcstg. Co., Montclair, N. J.—CP new standard station 1300 kc 40 w N 50 w D and limited hours of operation. RETURNED June 30, 1948.

DELETED AND CALL LETTERS CANCELLED

KSWR Rawlins, Wyo.—1340 kc 250 w unl.

WIHL Hammond, La.—730 kc 250 w D.

ACCEPTED FOR FILING

Modification of CP

WCOV-FM Montgomery, Ala.—Mod. CP new FM station to change type of trans.

KPOR Riverside, Calif.—Mod. CP new FM station for extension of completion date.

FM—100.7 mc

KVVC The Voice of Ventura County, Ventura, Calif.—CP new FM station (Class B) on 100.7 mc, Channel 264, ERP of 12.59 kw and ant. height above average terrain 144 ft.

Modification of CP

WJAX-FM Jacksonville, Fla.—Mod. CP new FM station to change ERP from 130 kw to 11.5 kw, change trans. (make, type and power) and make changes in ant. system.

KCBC-FM Des Moines—Mod. CP new FM station for extension of completion date.

WATL-FM Atlanta—Mod. CP new FM station for extension of completion date.

WOMI-FM Owensboro, Ky.—Same.

WFDF-FM Flint, Mich.—Same.

WELD Columbus, Ohio—Same.

WERC-FM Erie, Pa.—Same.

WPAM-FM Pottsville, Pa.—Same.

WHJL-FM Johnson City, Tenn.—Same.

License Renewal

WNYC-FM New York

ACCEPTED FOR FILING

Modification of CP

WLWC Columbus, Ohio—Mod. CP new commercial television station to change studio and trans. locations, change ERP from vis. 15.5 kw, aur. 7.25 kw to vis. 15 kw, aur. 12.8 kw, change equipment and ant. system.

TENDERED FOR FILING

AM—1280 kc

WDSU WDSU-FM WDSU-TV New Orleans, La.—Consent to transfer control of AM station, WDSU permittee of WDSU-FM and WDSU-TV to International City Bcstg. Service Inc.

Sanan Bcstg. Co., partnership composed of Douglas Blair, Walter Colvin and Carlton Wooddell, San Angelo, Tex.—CP for new standard station on 1420 kc 250 w unl.

July 7 Decisions . . .

By the Secretary

KPOJ-FM KALE Inc., Portland, Ore.—Granted mod. CP change name to KPOJ Inc.

The following were granted mod. CP for extension of completion date as shown: WCHV Charlottesville, Va., to 1-31-49; WOMI Owensboro, Ky., to 9-15-48; KPAC Port Arthur, Tex., to 9-1-48; WEST-FM Easton, Pa., to 12-15-48; WOL-FM Washington, to 7-26-48; WCOL-FM Columbus, to 10-22-48; WDOD-FM Chattanooga, to 10-18-48; WNAV-FM Annapolis, Md., to 2-3-49; WBCA Schenectady, to 9-20-48; WIMA-FM Lima, Ohio, to 9-22-48; WAJL-FM Flint, to 9-29-48; WMAO-FM Raleigh, to 8-28-48; KRNA Okmulgee, Okla., to 10-1-48; WCAR-FM Pontiac, to 8-25-48; WKBZ-FM Muskegon, to 8-1-48; WQDY-FM Quincy, Ill., to 1-6-49; WEBQ-FM Harrisburg, Ill., to 9-1-48.

AM—1450 kc

WUSN Charleston, S. C.—Granted license new station 1450 kc 250 w unl.

Modification of CP

KLMR Lamar, Col.—Granted mod. CP for extension of completion date to 8-3-48.

TV Licenses

W2XPO, W2XBB, WPIX Inc., Area New York—Granted licenses for new exp. TV relay stations.

W6XJD San Francisco—Granted license for new exp. TV station.

Memphis Pub. Co., Area Memphis—Granted CP new exp. TV relay station.

KWKH Shreveport, La.—Granted CP to make changes in DA and mount FM ant. on directional array.

The following were granted mod. CPs for extension of completion date as shown: WRAI Wausau, Wis., to 12-1-48, on condition that construction be completed or an interim operation provided by that time; KLTI Longview, Tex., to 10-2-48, on same cond.; KRKD-FM Los Angeles, to 12-29-48, on same cond.; WKRS Waukegan, Ill., to 10-14-48, on same cond.; WMOB-FM Mobile, to 10-1-48, on same cond.; WFLN Philadelphia, to 1-10-49, on same cond.; WJKX Jackson, Tenn., to 12-16-48, on same cond.; KFAM-FM St. Cloud, Minn., to 9-15-48, on same cond.; WMAQ-FM Chicago, to 10-14-48, on same cond.

AM—930 kc

KSDN Aberdeen, S. D.—Granted license new station and change studio location; 930 kc 1 kw-DA unl.

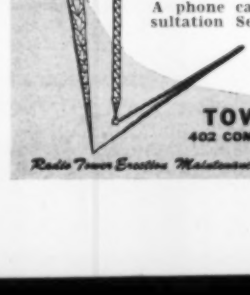
AM—1090 kc

WFTW Fort Wayne—Granted license new station and specify studio location; 1090 kc 1 kw D.

TOWER CONSTRUCTION

has satisfied over

500 CUSTOMERS FROM COAST-TO-COAST



You just can't beat experience in tower construction and maintenance—especially when it's such successful experience as we've enjoyed over the past ten years. Operating numerous skilled crews throughout the country, places our superior services at your command for any scheduled or emergency jobs.

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PRESENT transmitter house of CFQC Saskatoon, Sask., which will celebrate its 25th anniversary July 18. This was the first station in Saskatoon and opened in 1923 with 50 w. Present power is 5 kw on 600 kc.

AM—1290 kc

WMLS Sylacauga, Ala.—Granted license new station; 1290 kc 1 kw D.

AM—1410 kc

KBUD Athens, Tex.—Granted license new station; 1410 kc 250 w D.

CP Granted

WOHS Shelby, N. C.—Granted CP make changes in vertical and FM ants.

WGCM Gulfport, Miss.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted mod. CPs for extension of completion dates as shown: KSBS Kansas City, to 11-16-48; WMTC Lawson, Ky., to 7-23-48; KBUC Corona, Calif., to 9-30-48; WRJN Racine, to 8-21-48; KCOR San Antonio, to 7-15-48; WIKK Erie, to 8-15-48; KFVS Cape Girardeau, Mo., to 7-31-48; KFH Wichita, Kan., to 8-14-48; W8XRG Area Detroit, to 1-5-49.

Licenses for following remote pickup broadcast stations were extended on temporary basis pending determination upon applications for renewal of licenses for the period ending Sept. 1, 1948: WEPA Area of New York City; WEKY Mt. Washington, N. H., and WEOD Area of Paxton, Mass.

Following were granted mod. CPs for extension of completion dates as shown: WOI-FM Ames, Iowa, to 1-19-49; WRLD-FM Lanett, Ala., to 8-12-48; WTIC-FM Hartford, to 10-15-48; WCMW-FM Canton, to 1-11-49; WMLL Evansville, Ind., to 10-20-48; WKJF Pittsburgh, to 9-1-48; WLAD-FM Danbury, to 9-15-48; WGBS-FM Miami, to 10-12-48; WHAI-FM Greenfield, Mass., to 7-15-48; WGIR Boston, to 8-1-48; WBRC-FM Birmingham, to 10-1-48; WHMB Washington, to 10-3-48, on cond. that construction be completed or interim operation provided by that date; WSNJ-FM Bridgeton, N. J. to 9-30-48; WCMI-FM Ashland, Ky., to 10-1-48, on cond. that construction be completed or an interim operation commenced by that date; WNIQ Uniontown, to 9-30-48, on cond. that construction be completed or an interim operation commenced by that date; KWIK-FM Burbank, Calif., to 10-10-48; WGAA-FM Cedartown, Ga., to 7-14-48; WSFA-FM Montgomery, to 12-31-48; WNEX-FM Macon, Ga. to 10-18-48; WIST Charlotte, to 10-30-48; WFMI Portsmouth, N. H., to 8-1-48; WSIX-FM Nashville, to 10-4-48; WRZE York, Pa., to 10-15-48; WBET-FM Brockton, to 7-15-48; KNOB Long Beach, to 10-22-48; WMGW-FM Meadville, Pa., to 8-1-48; WDHN New Brunswick, N. J., to 1-13-49; WHYN-FM Holyoke, Mass., to 10-1-48; WRGA-FM Rome Ga., to 1-10-49; WSAR-FM Fall River, to 10-18-48; KONO-FM San Antonio, to 12-28-48; KDSH Boise, to 8-1-48; W9XG West Lafayette, Ind., to 6-24-49; ABC Inc., WGJM Area Chicago, to 8-20-48; ABC Inc., KHKM Area San Francisco, to 8-20-48; ABC KHKL Area Los Angeles, to 8-20-48; W8XRF Area Detroit, to 1-5-49.

COMMISSION EN BANC

Transfer of Control

WLCX LaCrosse, Wis.—Granted voluntary transfer of control of Bermac Radio Inc. from Margaret B. MacLennan and others to James J. Conroy, for $26,000, representing 52% of licensee.

WEEK Peoria, Ill.—Granted acquisition of control by Robert S. Kerr, through sale by E. K. Gaylord and four others of 50% of the stock for $37,500 and other considerations.

WLAU Laurel, Miss.—Granted consent to transfer of control from existing stockholders, none of whom owns majority stock interest, to Hugh Smith and Hubert Leggett. Smith, who already owns 18% of stock, will acquire sufficient stock to give him 50.18% majority stock interest, for $31,780.

WLOB Claremont, N. H.—Granted voluntary transfer of control from Lincoln O'Brien and Frances E. O'Brien to Granite State Bcstg. Co. Inc., a new corporation, for $30,000.

Designated for Hearing

Press Union Publishing Co., Atlantic City—Designated for hearing application for new TV station in consolidated proceeding with other applicants for Atlantic City.

Assignment of License

KFNF Shenandoah, Iowa—Granted consent to assignment of license to Capital Bcstg. Co. for $120,000.

KORC Mineral Wells, Tex.—Granted consent to voluntary assignment of license from individual licensee to Raymond W. River and Herman S. Boles, d/b as Radio Station KORC, for $45,000.

Joe L. Smith Jr.—Granted assignment of license for WJLS, WJLS-FM Beckley, W. Va.; WKNA, WKNA-FM Charleston, W. Va., and transfer of control over WKWK and WKWK-FM Wheeling, W. Va. from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

Designated for Hearing

KNEU Provo, Utah—Designated for hearing application for mod. CP to specify transmitter site and antenna system and to change frequency from 1450 kc to 1240 kc.

Petition Denied

WSWZ Trenton—Adopted memorandum opinion and order denying petition requesting review and rescission of action of Motions Commissioner on April 30 insofar as it removed from hearing docket application of WSWZ Inc.

Designated for Hearing

The Highlands Bcstg. Co., Sebring, Fla.—Designated for hearing application for new station to operate on 1340 kc 250 w unl.; made WTAN Clearwater, Fla., party to proceeding.

AM—1400 kc

Lewis Wiles Moore, Glendive, Mont.—Granted CP new station on 1400 kc 250 w unl.; engineering cond.; estimated cost $16,525.

Designated for Hearing

Richland Bcstg. Corp., Richland Center, Wis.—Designated for hearing application for new station on 1450 kc 250 w unl.; made WDLB Marshfield, Wis., KFIZ Fond du Lac, Wis., and KCRI Cedar Rapids, Iowa, parties to proceeding.

AM—690 kc

Northern Neck and Tidewater Bcstg. Co., Warsaw, Va.—Granted CP new station on 690 kc 250 w D, engineering cond.; estimated cost $19,405.

AM—990 kc

The Cornbelt Bcstg. Co., Storm Lake, Iowa—Granted CP new station on 990 kc 250 w D; engineering cond.; estimated cost $30,625.

AM—1010 kc

Athens Bcstg. Co. Inc., Athens, Ala.—Granted CP new station on 1010 kc 250 w D, engineering cond.; estimated cost $16,353.

Consolidated Hearing

Ottawa Bcstg. Co., Ottawa, Kan., and Red Oak Radio Corp., Red Oak, Iowa—Designated for consolidated hearing applications of Ottawa Bcstg. Co. and Red Oak Radio Corp. for new stations at Ottawa, Kans., and Red Oak, Iowa, respectively, to operate on 1220 kc 250 w D; made KRES St. Joseph, Mo., party to proceeding.

Designated for Hearing

Mansfield Bcstg. Co., Mansfield, Pa.—Designated for hearing application new station to operate on 1050 kc 1 kw D.

AM—1420 kc

Maple City Bcstg. Corp., Hornell, N. Y.—Granted CP new station on 1420 kc 1 kw D; estimated cost $39,630.

Designated for Hearing

KAST Astoria, Ore.—Designated for hearing application for CP to change frequency from 1230 kc to 1370 kc, increase power from 250 w to 1 kw, install DA, change studio locations and install new trans.

AM—1590 kc

WXLW Indianapolis—Granted mod. CP to change frequency from 1550 kc to 1590 kc, increase power from 250 w D to 1 kw D and change trans. location.

AM—1150 kc

KRKD Los Angeles; KCKY Coolidge, Ariz.; KFJI Klamath Falls, Ore.; KSAL Salina, Kan., and KGFM Great Falls, Mont.—Accepted amendment of KRKD and granted petition for change in trans. location and increase in daytime power from 1 kw to 5 kw on 1150 kc, so as to reduce the ant. height of proposed operation from 300 ft. to 216 ft.,

(Continued on page 95)

WORLD and CAPITOL LIBRARIES

WJZM

FULL-LEASED ASSOCIATED PRESS NEWS SERVICE

- RADIO HOMES SERVED ---------- 27,400
- CLARKSVILLE POPULATION ---------- 18,200
- POPULATION IN AREA COVERED ---------- 175,766
- ANNUAL RETAIL SALES ----------*$55,262,000
- EFFECTIVE BUYING INCOME ----------*$84,571,250

* Based on Sales Management Magazine "Survey of Buying Power" May 10, 1947

CONLAN SURVEY PROVES

40.4% MORNING—49.4% AFTERNOON—28.8% EVENING

Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM

WJZ-M

CLARKSVILLE, TENN.

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

$336,669,000

Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.

WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.

WCON

5000 WATTS • 550 KC

YOU CAN DOMINATE all WEST MICHIGAN WITH WLAV and WLAV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000. ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIGAN

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for fulltime 1000 watt station in Texas. Guaranteed salary plus part of profits. Needed by July 20. Furnished house available. Box 950, BROADCASTING.

Salesmen

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Salesman—Experienced time salesman with proven selling ability capable producing results. Competitive market. Willing pay top salary. WAND, Canton, Ohio.

Can you fill the bill? Memphis NBC outlet needs energetic livewire time salesman for local accounts. Experience preferred. Excellent opportunity. Enclose photo with reply, along with experience and salary requirements. Write J. C. Eggleston, Station WMC, Memphis, Tennessee.

Salesmen—Learn all phases radio—independent, progressive station. Drawing account against commission. New England. Box 971, BROADCASTING.

Wanted salesman for 5 kw day and 1 kw night net-work station in Southern City of 45,000. Must be sober, and reliable. Write your proposition in first letter. LX22, Box 967, BROADCASTING.

DIRECT SELLER!

Direct Sales announcer needed by 5 kw, Mid-west net affiliate with established mail-pull rep. If you can pull mail AND orders, send disc (preferably air-check), photo, and facts to BOX 965, BROADCASTING.

Transcription salesmen — All sections. Popular line for jingles, shows. Top commissions. Give territory and other representations. Box 966, BROADCASTING.

Wanted for independent station good midwest town 15,000. Salary plus commission. Box 19, BROADCASTING.

Experienced radio salesman for 250 watt network affiliated station. Send photograph with application stating salary. Station located central part. Box 43, BROADCASTING.

Experienced salesman—No floater. One willing to work hard for good remuneration. Connecticut network affiliate. Minimum $75.00 plus commission. Write all details, photo, availability first letter to Box 41, BROADCASTING.

Announcers

Immediate opening for all around staff announcer with turntable experience. No applicant considered without submitting disc and photo. WCCM, Lawrence, Mass.

Wanted—Experienced morning man with showmanship who can be built into personality on leading established 5 kw southeastern network affiliate. Should be familiar with southeast. Excellent opportunity. Permanent. Give experience, references, salary requirements in letter, accompanied by photo. Box 45, BROADCASTING.

Announcer wanted. Excellent opportunity for young man in progressive mutual network station. Salary, $45 weekly. Radio Station WMVG, Milledgeville, Georgia.

Technical

Opportunity for young ambitious engineer; Minimum announcing. KGFW, Kearney, Nebraska.

Announcer-operator. Florida network station. If good announcer send disc. Box 676, BROADCASTING.

Help Wanted (Cont'd)

Need two engineer-announcers to open station July 25. KPAN, Hereford, Texas.

Production-Programming, others

Promotion-publicity man or woman needed immediately to author daily radio column, prepare press and trade releases, edit merchandising publication and assist in general sales and audience promotion. Lengthy experience not essential, but must have imagination and writing ability. Give full details, references and salary requirements in first letter. Photo, if available. Promotion Manager, WNAX, Yankton, South Dakota.

SPECIAL EVENTS AND NEWS

Here's a major market opportunity for an experienced man who wants to specialize in special events where initiative, aggressiveness and imagination count. Our man must be willing and able to write copy for news or special events shows, and ad lib when occasion demands. He must have a good news sense and know how to convert a news item into a special event. He will do some regularly scheduled news but devote most of his time to special events. Send background information and audition disc to

Ron Cochran, WCOP, 485 Boylston Street, Boston, Mass.

Wanted. Two combination men. Rush disc and recent photo to W. E. Johnson, Manager, WDEC, Americus, Georgia.

Wanted — Combination operator-announcer with good voice, also time salesman, both must be sober and stable for northern California independent regional. Reply Box 992, BROADCASTING.

Opening for
PROMOTION DIRECTOR
in Major Market

Because our Promotion Director is leaving to become a Station Manager we have an opening for an able, well-qualified man.

Must be experienced in merchandising, building sales material and presentations, trade and consumer advertising, program publicity and station promotion. We place premium upon aggressiveness combined with knack of cooperating with other department heads.

This is Cowles Station WCOP, the Boston ABC affiliate. If you believe you are man for the job send complete details to

Craig Laurence, General Manager, Radio Station WCOP, Boston, Mass.

Young couple, sell and write radio programs. $75 weekly plus commission. Automobile, travel, and writing ability essential, selling experience unnecessary. Send letter and photo Robert Kilb WOKO, Wellington Hotel, Albany, N. Y.

WANTED:
WRITER-PRODUCER

50,000 watt clear channel midwestern network affiliate has immediate opening for experienced writer-producer. Send complete information and photograph in first letter. Box 49, Broadcasting.

Situations Wanted

Managerial

Owners, managers, dept. heads . . . I'd like to become your assistant and am qualified by virtue of 8 years' broadcasting experience including NBC-ABC network; local station; AM-FM; station relations and sales. If you can augment my present salary and have room in your organization for a dependable, permanent employee I'd like to hear from you. Box 982, BROADCASTING.

Manager-program directory-announcer well-versed in all phases of station operation. Fifteen years in radio. Highly successful at organization and production. East preferred. Box 935, BROADCASTING.

Commercial manager — Salesman ten years experience. Successful background as salesman, commercial manager and general manager. Seeks permanent opportunity. Best references. Box 7, BROADCASTING.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Desire good, solid proposition. Box 919, BROADCASTING.

Manager or commercial manager. Experienced in construction of AM and FM stations. Successful personal selling, good business man, exceptional record of station operation and competitive programming. Box 24 BROADCASTING.

Program manager acknowledged among top men in the industry. Long record of building ratings in competitive markets fully documented by complete Hooper Reports. Box 25, BROADCASTING.

Over 13 years experience all branches except technical. Was co-owner and assistant manager of very successful local station the past seven years (sold the station last year at a premium.) Interested in sales manager, commercial manager or assistant managers position. Friendly permanent association more important than salary. Family man, 42, very aggressive. Box 23, BROADCASTING.

Manager of local desires programming or announcing position. Can go anywhere. Box 40 BROADCASTING.

Salesmen

Sales manager desires change. College, radio background, handle sales force so it produces. Will work as salesman with progressive station. Box 15, BROADCASTING.

Sales executive desires opportunity for full extension of abilities without regard to station location. Five years major network sales experience. AFRS programming. Age 34. Married. Write now for full information and excellent references. Box 943, BROADCASTING.

Announcers

Experienced newscaster working now, desires change. Will travel. Box 3, BROADCASTING.

If located near college, announcer available, 2 years experience 250 independent 5000 network, college graduate, disc jockey, commercials, news, continuity and production writing, handle board, acting, for complete resume, disc, photo, or interview write, wire, phone Paul Lohmann, 729 Oakwood Road, Charleston, W. Va. 35-931.

Available soon. Two announcers. Work as team, versatile, terrific on ad lib or comedy shows. Will travel. Disc and photo available. Box 14, BROADCASTING, 360 N. Michigan, Chicago, Ill.

Announcer: Veteran, 26, experienced independent and network affiliates. Console, news, commercials disc shows. Box 20, BROADCASTING.

Announcer, 26 married, experience, college. Deep well trained voice. Can write continuity. Disc on request. Box 21, BROADCASTING.

I'm not the world's greatest announcer, though I'd like to be! I'm young, have some experience including deejay and emcee. I want to work where I can learn the business. Can you help me? Box 27. BROADCASTING.

Newsman, sportscaster, local to 50 kw newspapers. College graduate, ex-Marine Captain, 27, family. TV enthusiast. Available August 21. Box 34, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer. Will travel. Anthony Quatraro, 625 S. Pulaski, Chicago 2, Van Buren 8891.

Announcer—Three years experience news, commercials, disc shows, sports. Presently employed. Excellent references, including present management. Transcription upon request. Box BROADCASTING.

Experienced announcer, prefers Illinois, Michigan, Indiana, Ohio. Write continuity, operate console. Box 4, BROADCASTING.

Announcer, 22, single. Experienced, mature, capable on board. Seeks 250-1000 watter with congenial staff and reasonable salary. Will travel. Box BROADCASTING.

Announcer . . . After a year in the South, wishes to add experience in the East. Best references. Strongest on news . . . professional musician past eight years, knows classical, popular music thoroughly. Twenty-three, married, children. Permanency desired above all. College grad, can handle any type show you run. Expert board operator. Net affiliate preferred. Don't believe in discs. Will come to talk it over in person. Box 10, BROADCASTING.

Five years announcing, writing, disc jockey; some programming. Sixty-five dollar minimum. Box 995, BROADCASTING.

Chief announcer on small station or staff announcer on large city outlet. Four years experience as announcer and program director. No Don Wilson, but we're trying. Available on two weeks notice. For details write Robert High, 2228 East 69th Terrace, Kansas City, Missouri. Or better yet, phone Jackson 3441.

Announcer-salesman: Desires permanent position in Southwest. Can handle straight staff announcing or specialties. Graduate of nationally known school of broadcasting. Will supply disc, photo, business and character references. Box 16, BROADCASTING.

Announcer, college background, graduate School of Radio Technique. Experience in newscasting, commercials and programming. Will travel. Disc, photo on request. Box 978, BROADCASTING.

Announcer with talent and experience. Excellent on news. Ditto on any type of program from classical to hillbilly. Looking for permanent position in metropolitan station. College graduate. Send for references and disc. Box BROADCASTING.

Announcer — experienced, strong on news, special events. Knows music Bach through be-bop. Excellent educational, cultural, social background. Single, veteran, permanent. Herb Gottschalk, 5038 Woodlawn, Chicago, 15. Atlantic 0516.

Announcer. Presently employed, available July 15th. Skilled all phases, strong on sports. Seeks connection more progressive station. Disc, photo on request. Box 46, BROADCASTING.

Announcer—five years experience thoroughly trained, capable and conscientious. Married vet. Available immediately. Please give complete information including salary. Box 47, BROADCASTING.

Capable announcer, strong on news and commercials. Experienced 1000 watt daytimer. Good voice, consistent, adept disc jockey and smooth adlib. Newspaper background. Prefer west coast or mountain states. Box 48, BROADCASTING, 360 N. Michigan, Chicago.

Just a good announcer with ten months experience. Tired of bucking the competition of a "friend and relative station!" Know all phases of announcing and board. Available anytime. What's your offer? Box 50 BROADCASTING.

Announcer, immediate availability, equipped for AM, FM, TV, all sports, special events, news, commercial copy. Personal interview within 200 miles of Chicago. Box 954, BROADCASTING, 360 N. Michigan Ave., Chicago.

Versatile announcer, news, commentary, continuity, programming. Studio production with limited facilities a specialty. Engineer, 32, married. Desire permanence. Box 735, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Now employed 50 kw clear channel, married, desires change of locale. Box 936, BROADCASTING.

Excellent delivery that sells. Very good voice. Personality disc jockey shows. Some M.C. work, with good results. 23, two years experience. High Hooper rating. Wire or write. Employed at present, available on two weeks notice. Easy to get along with, write-ups in leading trade papers. Will send copies with photo. Prefer in or near New York State, but not necessary. P. O. Box 642 Hartsville, S. C.

Announcer, experienced all phases. Married, so am interested in permanent employment. Will make personal audition within 500 miles of Washington. Box 51, BROADCASTING.

Technical

Young man, age 25, mother dependent, has transportation. 10 months experience AM-FM, 250 to 3 kw, IBEW. Transmitter and remote work past 10 months. No remote work wanted. 1st phone, ham, desires xmitter or maintenance work. Can do nice job on transmitter construction. Prefer Illinois or Colorado. Ex GI. Graduate WRI, now taking NRI course. Can repair and build transmitters without chief's help. Box 9, BROADCASTING.

Engineer for AM, FM, TV station or laboratory. Preferably northern midwest. Graduate, Capitol Radio Engineering Institute, Washington, D. C. 1st phone. Available late July. Robert E. Felsecker, 2135 S. Fern Street, Arlington, Va.

Engineer, first phone, desires position in the New England and New York area. Reason for wanting change—home is in New York. Interested in acquiring permanent position. Will consider any offer. Box 5, BROADCASTING.

Engineer—first phone, RCA graduate, servicing experience, 28, married, go anywhere. Desires permanent position, available immediately. Box 6, BROADCASTING.

Engineer, first class license, one year experience AM and FM, veteran, age 25, dependable, married, have car, desires permanent position in Middle West or Rocky Mountain states. Available on notice. Box 13, BROADCASTING.

For qualified technicians, write or phone: Employment Department Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Chief engineer 20 years experience—first class license. Executive ability—national network experience as well as regional. Past ownership of local. Box 920, BROADCASTING.

Engineer 15 years AM/FM experience installation, maintenance, supervision, 12 years present position. Prefer position engineer large station; consider chief small station. $75 minimum. Box 36, BROADCASTING.

Engineer—eighteen years radio experience—fourteen years broadcast operating—eight years chief engineer—four years experimental radar work. Excellent construction and installation work. Experienced with directional antennas. Desires responsible job—chief preferred. 36, married two children. Sober, ambitious. All offers considered. Box 29, BROADCASTING.

Broadcast engineer desires chief position in medium power FM, AM station. 7½ years full time radio experience, presently employed, would like interview with interested management, excellent references. Box 30, BROADCASTING.

Engineer—first phone, with music background desires permanent location. Box 31, BROADCASTING.

Engineer; experienced transmitter, control, remotes, recording. AM, FM, directional. Best references. Will travel for permanent job at right salary. Some announcing. Good knowledge sports. Veteran 28, single. Post Office Box 461, Oklahoma City.

Transmitter engineer. Some broadcast experience. First phone. State salary first letter. Bill Donelson, Nicklesville, Virginia.

Experienced engineer now chief of 250 watt station. Experienced in installation of AM, FM and directional. Desire location in southwest, anywhere considered. Available on 5 day notice. Box 26, BROADCASTING.

Production-Programming, others

College graduate, single. Desires general radio experience anywhere. Box 18, BROADCASTING.

Program director-manager. 6 years experience. Strong sales. Top all-round radio background. Family man. Box 17, BROADCASTING.

Situations Wanted (Cont'd)

Sky's the limit. Two man team can boost your station to top place in market. Program director and chief announcer. Unlimited experience and ideas every phase radio. Seeking good salaries. Permanent location. College graduates. Hard workers. Excellent references. Box 11, BROADCASTING

Program director, traffic manager. Now announcing on large metropolitan station. Young, married. Desire permanent position on progressive station. Details on request. Box 12, BROADCASTING.

Producer-director-writer-17 years local, regional, network and agency experience. Box 991, BROADCASTING.

Combination operator-announcer, newscaster. Fourteen months experience. References, disc. Married. Box 979, BROADCASTING.

Twenty-six year old single, program director with highest qualifications, including regional net and metropolitan indie experience, may soon seek a New Mexico, Arizona, or Southern Texas outlet because of a personal obligation. Not a hot shot nor smart aleck. Just a plugger who believes in staying on the job. Been in Northern radio for eight years. Will answer every reply to this ad. Believe I could handle a management job. Box 976, BROADCASTING.

Actor, announcer, director. Radio, television, stage experience. B.S., M.A. degrees. Box 942, BROADCASTING.

Program director. Top notch announcer, able executive. Eleven years varied experience programming, sales, news, sports, etc. For details write Box 926, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO

8800 Wilshire Blvd.

Appvd. for veterans

Beverly Hills, California

Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are **satisfied** with personnel we furnish.

Sponsors, listeners, and employer tell me that I am ready to go up the ladder in sportscasting. 2½ years experience, professional baseball, college football and basketball, and high school football. Former pro baseball player, basketball coach and official, and football player. High school graduate, veteran, 25, and married. Excellent background and experience, gained on this fine 250 watter. Plenty of commercial work. Want a chance to prove my ability, on bigger station. Produce half-hour sports show each week plus sportscast each evening. Best of references, including some 15,000 sports fans. Will travel anywhere opportunity affords itself. No prima donna, interested only in high quality station that wants a first class sports man. Wire or write Bill Snyder, WJZM, Clarksville, Tenn. Available September 6.

New England: Nostalgic New Englander with four years experience on metropolitan station as news-editor and announcer prefers New England. Veteran, married, one child. Box 22, BROADCASTING.

Are you looking for a program director with initiative, intelligence, and drive? The writer has three years experience as newscaster, commentator (sponsored), farm editor, and music editor. Know radio, but not so much I can't learn more. If your station can use such a man, write to Box 37, BROADCASTING.

Copy, traffic, music, allied fields. B.A. degree English. Full radio training, script writing, production, extensively. 22, female, ambitious, creative ability. Box 44, BROADCASTING.

Farm program manager. University of Minnesota Ag School Education, practical farmer, wants change to station with aggressive farm programming needs—in dairy farming country. Want change from present station. Can make close and long range money for you and your farm area. Sixty dollars a week but only with much higher future. Box 33, BROADCASTING.

Wanted to Buy

Individual broadcaster wants to buy station or CP anywhere. Box 922, BROADCASTING.

Wanted: One kilowatt FM amplifier with or without power supply. Also Field Intensity Meter. Box 42, BROADCASTING.

For Sale

For Sale: 931-B General Radio Modulation Monitor, two 109-AA Western Electric Reproducer Groups complete and 110A Limiter. Make an offer. Box 39, BROADCASTING.

New General Radio 916-A, R.F. Bridge; Simpson model 315 signal generator; used Dumont 208-B Oscilloscope; all $850. Write or wire KSWM, Joplin, Missouri.

FOR SALE

181' Lingo vertical tower complete with lights, insulators, guys. Good as new. Reasonable. H. J. Newcomb —WRJN—Racine, Wis.

150 ft. Lingo vertical antenna. 18 months old, complete with base insulator, guy wires and A-2-B lighting equipment. Ready for shipment. What are we offered? WCTC, New Brunswick, New Jersey.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 443A-1; 1 WE 110-A program amplifier; 1 WE 94-A amplifier; 1 General Radio 731-A AM modulation monitor; 1 General Radio 681-A frequency deviation monitor; 1 General Radio 475-B frequency monitor; 1 Collins 116E-1 equalizer; 1 Clough-Brengle 119-B calibrated standard signal generator; 1 Jack Strip (single jack) with four 2' patch cords; all in excellent condition. Also 1500' ¼" Andrew coax, pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

H. H. Scott Dynamic Noise Suppressor including latest type 910-C control circuits. $475. J. M. McDonald. WLW, Cincinnati.

Complete 300' guyed tower and lighting, composite 500 watt broadcast transmitter. All offers considered. Skyland Broadcasting Corporation, 2812 Hillside Avenue, Dayton, Ohio.

For sale: RCA 250-K transmitter $2100.00. General radio 731B modulation monitor $250.00. Doolittle FD1A frequency monitor $375.00. Entire lot $2675.00. Just taken out of satisfactory service. Can also furnish additional equipment for complete 250 watt station if needed; rack, limiting amplifier, console, etc. George Weiss WBBQ, Augusta, Georgia.

General Radio 916-A R F Bridge new condition $450. Also Rek-O-Kut RKD-16 turntable $90.00. Box 28, BROADCASTING.

Truscon Tower now available—435 ft. Self supporting, sectionalized 168 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. Priced to sell. Radio Station KFAB. Mark Bullock, Chief Engineer, Lincoln, Nebraska.

Federal 101-B Field Intensity Meter. In good condition. KXLA, 1401 S. Oak Knoll, Pasadena.

Miscellaneous

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

RADIO BROADCAST STATIONS

BUYERS! SELLERS!

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Prompt Confidential Service

NATIONAL RADIO STATION BROKERS

5051 Sunset Blvd., Normandy 7848

Los Angeles 27, California

Attention new stations. We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services literature available. "Over a decade of satisfaction and fast service!" Eidson Electronic Company, Temple, Texas. Phone 3901.

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STATION MANAGERS!

Need Trained Personnel?

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Please send information concerning

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Address.....

City..... State.....

EASTERN FULLTIME STATION

An attractive 250 watt fulltime network station located in a rich market area in a Mid-Atlantic state.

This station has made money under absentee ownership. Here is an opportunity for one or two qualified radio men to considerably increase both the gross and the net of this property by capable, resident management. Price $90,000.00.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

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James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

NLRB UPHOLDS CLAIM OF VOICE OF ALABAMA

VOICE OF ALABAMA Inc., operating Birmingham stations WAPI (5 kw fulltime on 1070 kc) and WAFM (FM) on Channel 258 (99.5 mc), "has not engaged in unfair labor practices," James A. Shaw, National Labor Relations Board trial examiner, has found after reviewing charges brought by Radio Broadcast Technicians Local No. 253 of the International Brotherhood of Electrical Workers.

Mr. Shaw recommends that the technicians' complaint against Voice of Alabama be dismissed insofar as the unfair labor practices allegation is concerned. The union charged that Voice of Alabama has refused to bargain collectively with the technicians' local since November 1947, although the local had been designated in an election conducted under NLRB auspices as the appropriate bargaining unit.

Voice of Alabama has consistently objected to including the WAFM technicians in the contract covering those at WAPI. On this point Trial Examiner Shaw's conclusion was: "All radio technicians of the respondent at its Birmingham stations, except guards, professional and supervisory employes . . . constitute a unit appropriate for the purpose of collective bargaining . . ."

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

Jackson, Mississippi, has a quality market index 39% above the national average, according to the 1948 survey of Sales Management Magazine. To reach this growing market use Jackson's quality station — WJDX!

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

THE NEW and old were combined July 4 when new studios and offices of WTNT Augusta, Ga., were dedicated in 150 year old Whitney home. Interior has been completely modernized, station reports, and is air conditioned throughout.

International Broadcast Course Will Be Offered

A COURSE on international broadcasting again will be offered next fall at the New School for Social Research, New York City, and will be conducted by Dr. Arno Huth, writer and lecturer, who was in charge of a similar course there last fall.

Course will run for 15 weeks (Wednesdays, 8:30-10:10 p.m.) beginning Sept. 29. According to Dr. Huth, it will examine the potentialities and problems of international broadcasting and the possibilities of radio for national propaganda and international cooperation.

Leading broadcasters representing the international radio services of the United Nations and American broadcasting organizations will appear as guest lecturers. Several foreign radio experts also are scheduled to appear.

Agencies

(*Continued from page 10*)

manager of Airquipment Co., Burbank, Calif., and before that account executive for Erwin, Wasey & Co.

RICHARD M. DAY, former radio director of Los Angeles Community Welfare Federation and Community Chest, joined BBDO Inc., Los Angeles, as manager of publicity department.

CAROLINE WOODS, formerly with Doherty, Clifford and Shenfield, New York, joins Hiram Ashe Adv. Assoc., New York, as copy chief.

ERMENTRUDE LANSING, formerly with William Esty and Arthur Kudner Inc., both of New York, named office division manager of Walter Lowen Placement Agency.

ROBERT SAUNDERS, former announcer-producer of KWSC Pullman, Wash., joined West Coast office of BBDO.

Adpeople • • •

HUGH E. KENT, former assistant to president of Bromo-Seltzer Ltd., Toronto, has been elected first vice-president of the company, in charge of sales and advertising. He has been with Bromo-Seltzer for 11 years.

A. R. STEVENS, advertising manager of National Dairy Products Corp., named coordinator of Advertising Council's 1948 CARE campaign. N. W. Ayer, Philadelphia, is agency.

VERNON H. JONES, manager of store planning and display department of Goodyear Tire & Rubber Co., received citation from American Marketing Assn. for "setting pattern for coordinating merchandising efforts of manufacturer and retailer."

SEYMOUR D. HESSE, former director of advertising, sales promotion, and merchandising for Schenley Distillers Corp., New York, until he left firm in 1945, has rejoined as advertising co-ordinator.

Formal Opening of Two Canada Outlets Delayed

DELAY in opening new 50 kw stations at Edmonton and Winnipeg has been announced by Canadian Broadcasting Corp. CBX Edmonton and CBW Winnipeg, were slated to open July 1, but manufacturers found troubles in lining up equipment, postponing opening to sometime this summer, at the latest Sept. 1. Official release of CBC states that CBX, CBW, new 50 kw transmitter of CJBC Toronto, and new 10 kw transmitter of CBJ Chicoutimi, will all open Sept. 1.

Meanwhile CBC takes over on July 1 CKY Winnipeg, 15 kw station, purchased earlier this year for $200,000 from Manitoba government, and will continue to operate it under old call letters until new 50 kw CBW is ready. With announcement last week that CBR Vancouver, and CBM Montreal, would also go to 50 kw, the CBC will have completed its expansion of high powered stations right across Canada, as envisaged by Aird Report in 1929.

Reception of WCBS-TV Is Reported by Arkansan

WHILE the range of a television image is ordinarily about 50 miles and occasional reception beyond that distance is not uncommon, a televiewer has reported reception of a WCBS-TV New York signal in Little Rock, Ark.—1,100 miles from New York City.

Conrad F. Harrington wrote in part: "During the hour and a half that your station was received, there was no trouble due to lack of sync control, and had it not been for the bad focus, the reception would have been ideal." He said he received the signal on a set constructed from surplus parts.

CBS engineers attribute the range to abnormal conditions in transmission paths. Video waves ordinarily penetrate the ionosphere and do not return to earth; in long range reception they are reflected from the ionosphere.

A year ago, a St. Charles, Ill., televiewer reported CBS-TV reception in that city—about 1000 miles from New York.

Work on Illinois Relay Towers Is Progressing

WORK on the microwave relay towers at Champaign and Danville, Ill. which will enable Illinois Bell Telephone Co. to put U. of Illinois football games on the Chicago-St. Louis coaxial cable next fall, is proceeding "ahead of schedule," officials of the telephone company reported last Wednesday.

American Tobacco Co. through N. W. Ayer and Son, has purchased exclusive TV rights to the five Illini home games.

Champaign and Danville, 36 miles apart, will be linked by means of 250-foot relay towers.

FCC Actions

(Continued from page 91)

removed amended application from hearing docket, and granted same. Further ordered that petitions of following be granted, and applications be removed from hearing docket and granted: Gila Bcstg. Co. for reconsideration of Commission's action of March 18, 1948 in designating for hearing its application for CP for new station 1150 kc 1 kw unl. DA-N; KSAL Inc. for reconsideration of Commission's action in designating for hearing its application for CP to increase power of KSAL to 5 kw unl.; Mosby's Inc. for reconsideration of Commission's action in designating for hearing application for CP for new station 1150 kc 5 kw unl. DA-N; and KFJI Bcstrs. for reconsideration of Commission's action in designating for hearing its application to change frequency of KFJI to 1150 kc, increase power to 1 kw and install DA-N.

FM CP's

FCC on July 7 announced issuance of 30 FM CP's (see story this issue).

Modification of CP

WABB-FM Mobile—Granted mod. CP to change frequency from Channel 300, 107.9 mc, to Channel 271, 102.1 mc.

KUOA-FM Siloam Springs, Ark.—Granted mod. CP to change frequency from 96.5 to 105.7 mc.

KBIX-FM Muskogee, Okla.—Granted extension to Nov. 15, 1948, for completion of FM station.

Proposed Rule Making

Adopted an order in the matter of amendment of revised tentative allocation plan for Class B FM stations, to add Channel 227 to Forest City, N. C.

Designated for Hearing

The Bible Institute of Los Angeles Inc., Los Angeles—Designated for hearing application for noncommercial educational FM station.

Application Dismissed

The International Evangelical Christian Church, Los Angeles—Adopted order dismissing application for noncommercial educational FM station, for failure of prosecution.

Boone Biblical College, Boone, Iowa—Same.

TV Hearings

Bluff City Bcstg. Co., Memphis—Designated for hearing application for new television station.

Miami-Hollywood Television Corp., Miami—Designated for hearing application for new television station, in consolidated proceeding with other applications for stations in Miami.

Petition Denied

Northwest Bcstg. Co., Minneapolis—The time within which to comply with grant made for new TV station extended to Sept. 30.

July 7 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

Springfield Bcstg. Co., Springfield, Mass.—CP new standard station on 1490 kc 250 w unl. AMENDED to change frequency from 1490 to 1600 kc, 250 w to 1 kw D; hours from unl. to D; change type trans.; make changes in ground system; change trans. location. AMENDED change power from 1 kw to 5 kw; install DA, change type trans.; change trans. location to Junction of Allen St. and Bradley Rd., in Springfield, Mass.; and change studio location.

AM—1320 kc

WCOG Greensboro, N. C.—CP new standard station and specify studio location.

AM—1430 kc

WVAM Altoona, Pa.—License to cover CP new standard station and specify studio location.

License to Cover

WFIL Philadelphia—CP install old main trans. at present location of main trans. to be used for aux. purposes with power of 1 kw DA-DN.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP new standard broadcast station for extension of completion date.

AM—1050 kc

WVEC Hampton, Va.—License to cover CP new standard station.

FM APPLICATIONS

WEAW Evanston, Ill.—CP change from Class A to Class B; frequency from 96.7 mc to 102.7 mc; ERP from 665 w to 32.7 kw; type of trans.; ant. height above average terrain from 230 ft. to 245 ft., and make changes in ant. system. AMENDED to change ERP from 32.7 kw to 36 kw; ant. height from 245 ft. to 234 ft., and make changes in ant. system.

Modification of CP

KBUR-FM Burlington, Iowa—Mod. CP new FM station change trans. site, studio location; change ERP from 20 kw to 52 kw, decrease ant. height above average terrain to 343 ft., decrease overall height to 305 ft. and make changes in ant. system.

WXNJ Somerset County, N. J.—Mod. CP new FM station change studio and trans. locations, change type trans., ant. height above average terrain to minus 58 ft.; ERP to 1 kw and make changes in ant. system.

WBT-FM Charlotte, N. C.—Mod. CP new FM station to change ERP from 160 kw to 273 kw, ant. height above average terrain from 1090 ft. to 1050 ft. and make changes in ant.

WWOD-FM Lynchburg, Va.—Mod. CP new FM station to change trans. and make changes in ant. system.

FM STATIONS DELETED

KDSH-FM Boise, Ida.—98.1 mc 1.9 kw.
KFTG Handley, Tex.—103.7 mc 15 kw.
KIOB Berkeley, Calif.—99.3 mc 140 w.
KORE-FM Eugene, Ore.—104.7 mc.
WJUS Shamokin, Pa.—100 mc 1 kw.
WMLT-FM Dublin, Ga.—98.1 mc 2.5 kw.

TV APPLICATIONS

ACCEPTED FOR FILING

TV—174-180 mc

Midland Bcstg. Co., Kansas City, Mo.—CP new commercial television station Channel 11, 198-204 mc, ERP vis. 0.95 kw, aur. 0.425 kw unl. AMENDED to change frequency from Channel 11, 198-204 mc, to Channel 7, 174-180 mc.

TV—82-88 mc

Majestic Bcstg. Co., Milwaukee, Wis.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.797 kw, aur. 0.946 kw unl. AMENDED to change corporate name from Kapital City Bcstg. Co. to Majestic Bcstg. Co.

EXPERIMENTAL TV STATIONS

Modification of CP

W6XYZ Paramount Television Productions, Inc., Pasadena, Calif.—Mod. CP new experimental television station for extension of completion date.

License to Cover

W9XOK ABC Chicago—License to cover CP new experimental television station.

Modification of CP

W2XBH Federal Telecommunication Labs. Inc., Nutley, N. J.—Mod. CP new experimental television station change frequency from Channel 11, 198-204 mc, to Channel 9, 186-192 mc; change in trans. location.

REMOTE APPLICATIONS RETURNED

License to Cover

WHEB Inc., Portsmouth, N. H.—License to cover CP new remote pickup stations.

TENDERED FOR FILING

Assignment of License

KCLO Leavenworth, Kan.—Consent to assignment of license to The Leavenworth Bcstg. Co. Inc.

Transfer of Control

KPDR KPDR-FM Alexandria, La.—Consent to transfer of control of AM license and FM CP from Eugene Levy, Sidney B. Pearce, Paul A. Gilham Jr., Julius B. Nachman, Philip Scalfano, George S. Stanley, Abe A. Rubin, Junius H. Payne, William T. Morgan, George J. Maston, Isaac Wahlder, Carl L. Dunn and Luther M. Lewis to executive board, Louisiana Baptist Convention.

AM—1010 kc

Cecil W. Roberts, Festus, Mo.—CP new standard station 1010 kc 250 w D.

Transfer of Control

WMAN Mansfield, Ohio—Involuntary transfer of control from Monroe F.

(Continued on page 97)

BAKER RAISES THE DOUGH

Celebrates 1,000th Broadcast on WMBH; Attributes Rise to Radio

AN IMPORTANT milestone in his 19-year-old, personalized radio advertising campaign was reached July 4 by William C. (Bill) Markwardt, baking company executive, when he conducted the 1,000th consecutive broadcast of his *Quality Hour of Music* show, reputedly radio's oldest Sunday noon broadcast, over WMBH Joplin, Mo.

Mr. Markwardt, owner of the Markwardt Quality Bakery in Joplin, traces the rapid growth and success of his business back to an electronics cradle. While most of the nation was listening to battery sets through earphones, Mr. Markwardt was launching his radio advertising campaign in the spring of 1929. With a spot announcement over the station which them bore the call letters WIBW (since moved to Topeka, Kans.) he became its first advertiser.

The program had a homey, personal touch from its sponsor from the very start. It was—and is now—a one-man show with Mr. Markwardt not only composing his own commercials and program content, but also serving as disc jockey, announcer and m.c. Recordings on the one-hour weekly show, heard from 12 noon to 1 p.m., are drawn from the personal, 2,000-piece, library of the sponsor-producer-announcer.

His informal home-spun comments and short commercials, presented in a friendly tone, draw more mail response for him than any other performer, national or local, heard through the 250-w, full-time Mutual affiliate and WMBH-FM, according to station officials. In the latest Conlan survey he reportedly rated a high 42. A contest he once sponsored inspired 3,000 pieces of mail.

The program has popularized Mr. Markwardt as a public speaker. He has been principal speaker at the American Baker's Assn. conventions a number of times and has appeared before Rotary, Kiwanis and Lions' club meetings in Kansas City, St. Louis and Wichita. He has become a leader of civic and district activities and is today president of the Joplin Chamber of Commerce.

Mr. Markwardt has announced all the shows, with the exception of a few which conflicted with out-of-town speaking engagements.

Mr. Markwardt credits radio for his successful campaign and maintains that he could duplicate his personalized program in any town with a local station and gain a substantial market within a few months. He heartily recommends his business formula to any independent baker who wants to increase his sales by concenration of advertising effort.

Business Women Told To Achieve Better Radio

NECESSITY for better radio listening to implement radio programs was emphasized by Dr. A. L. Chapman, U. of Texas, at a radio luncheon held July 6 in Fort Worth in connection with the convention of the National Federation of Business and Professional Women's Clubs.

Dr. Chapman, who is head of the university's Bureau of Research in Education by Radio, said that every radio executive with whom he had talked about programming wants to raise the level of his programming as high as possible and that "when radio people can get a large enough discriminating listeners audience they will offer programs to meet their discriminating tastes."

Discussing the influence of advertising on radio, Dr. Chapman pointed out that "from 65 to 75% of radio time is sold to advertisers. This 65-75% . . . pays for all the programs which are not commercial . . . Radio, according to radio people, is giving us the kinds of programs that people—large numbers of people—will listen to."

FULL OPERATION BEGUN BY ABERDEEN STATION

KSDN, new Aberdeen, S. D., outlet operating with 1 kw on 930 kc, has begun full operation, it was announced last week following FCC license approval on June 29.

KSDN is owned by the Aberdeen News Co., publisher of the daily Aberdeen *American-News*, and is headed by General Manager Byron J. McElligott. Other key personnel are Bob Runyon, program director, and George Crocker, chief engineer.

Newly remodeled studios have been established on Aberdeen's Main St.

WABD New York switched its Mon. night remote pickup of professional boxing bouts at Jamaica Arena to Wed. evenings. Sports programs now regularly telecast by WABD include: Boxing—Tues. and Wed. from Jamaica Arena; wrestling—Thurs. and Fri. from Jerome Stadium; and all home games of New York Yankees.

PRESS RULING

CBC Decrees Separate Operation Mandatory

AS A RESULT of complaints by Gordon Henry, former manager of CJCA Edmonton, the Canadian Broadcasting Corp. board of governors ruled at its June board meeting in Montreal that "where there is dual ownership of a newspaper and a radio station the operations should be distinctly separate one from the other." This important ruling will affect 28 Canadian stations which are owned by newspapers in full or through inter-locking directorates.

The CBC board felt "that the complaints of Mr. Henry were important questions in relation to basic principles of freedom of the air." The kernel of the matter as far as the CBC board is concerned is whether or not the licensee, in this case *The Edmonton Journal*, kept off broadcasts material which would normally be broadcast under general policies governing radio in Canada and the responsibilities of a licensee as trustee of a radio frequency.

"The board is of the opinion that there has been some undue influence in favour of *The Edmonton Journal* with regard to broadcasting over station CJCA, which is not in the public interest since such a situation tends to restrict the free flow of information on the air, fair access to the air, and the presentation of all main points of view.

"The board will keep the broadcasting of station CJCA under close observation, and will review them carefully when the present license comes up for renewal (April 1, 1949). It believes that the licensee company would be well advised to make clear arrangements for responsibility as to what is broadcast on the station, under which no official of the newspaper could give directions regarding particular broadcasts."

Complaints of Mr. Henry were of interference with operation of station and newscasts by the newspaper-owner management.

Also at the June meeting the board approved for recommendation an FM license for the Board of Education at Hamilton, Ont., the first such license recommended in Canada. The education station will operate with 390 watts. FM license was also recommended for CBC at Winnipeg with 766 watts power, and unlimited operating hours for CHUM-FM Toronto, which was operating as dawn to dusk station, for which CHUM is licensed for AM operation.

New AM stations were recommended for Fernand Levesque at Roberval, Que., 250 watts on 1340 kc, and for Department of National Defense for 100 watts at Norman Wells, Northwest Territories. CJBR Rimouski was denied its request to increase power from 5 kw to 10 kw as this would affect present coverage of other community stations in the area, a precedent set when CHML Hamilton applied for a similar increase recently. Applications for 250 watt station at Smith Falls, Ont., were denied as board felt community could not support a station. CFRA Ottawa and CKRN Rouyn were recommended for broadcast pick-up licenses to handle remote broadcasts.

At private meeting of board, following public session, it was decided to amend the wartime prohibition against broadcasting speeches from important conventions of national political parties. It was decided that "when a qualifying national party holds a national convention for the purpose of choosing a new national leader the CBC will, at its discretion, allot free national network time for the broadcasting of a speech or speeches at the convention; and during the following week the CBC will offer each of the other qualifying national parties, national network periods of approximately half the time devoted to speeches from the convention."

This new ruling was prompted by the forthcoming Liberal party convention to choose a new leader to succeed Prime Minister William Mackenzie King, who is retiring as leader and prime minister.

Continental Beat

CLOSE COOPERATION between Transradio News Service and Continental FM Network brought what Continental reports to be only air scoop of Republican Convention—the selection of Gov. Earl Warren as Gov. Dewey's running mate. Continental's Paul Green had heard from a friend working with Gov. Dewey that Gov. Warren probably would be the man. This report was aired at 10:23 a.m. When word was official, Transradio's Ed Darby ran down the hotel fire escape to Transradio's work room. A call was immediately made to Joe McCaffrey at Convention Hall and he put the flash on at 11:34 a.m.

Soap Operas Stabilizing, Say 2 Chicago U. Doctors

TWO U. of Chicago doctors discovered that "soap operas" are a stabilizing influence in family life after conducting a recent survey among 60 Chicago and Detroit housewives who listen regularly to radio serials.

The program tested, *Big Sister* on CBS, was found to give the homemakers a lift in morale. Hearing radio heroines solve their problems despite a battery of complications reassures the housewife that she, too, can smooth-over her domestic difficulties, according to the two doctors.

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At your fingertips have all radio . . . how it works, how it's merchandised, how to use it more profitably—AM, FM, TV.

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FCC Actions

(Continued from page 95)

Rubin (deceased) to Ruth Rubin, executrix of the estate of Monroe F. Rubin (deceased).

Assignment of License

WKDK Newberry, S. C.—Consent to assignment of license to Newberry Bcstg. Co.

AM—950 kc

WXGI Richmond, Va.—CP change frequency from 740 kc to 950 kc.

Assignment of CP

WKOY Bluefield, W. Va.—Consent to assignment of CP to J. Lindsey Alley, Odes E. Robinson and E. Bernard Jarrett, partnership d/b as Radio Bluefield Co.

July 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KIBH Seward, Alaska—Mod. CP new standard station for extension of completion date.

KCOK Tulare, Calif.—Mod. CP change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location for extension of completion date.

KPOJ Portland, Ore.—Mod. CP change trans. location, make changes in DA-DN with FM ant. on top of center element for extension of completion date.

AM—1580 kc

Eagle Printing Co., Butler, Penn.—CP new standard station on 1580 kc, 500 w D. AMENDED to change trans. location.

License for CP

WDXB Chattanooga, Tenn.—License to cover CP which authorized new standard station.

Modification of CP

KCOR San Antonio, Tex.—Mod. CP increase in power, change in hours of operation, installation of new trans. and DA-DN and change in trans. location for extension of completion date.

License for CP

KWRL Riverton, Wyo.—License to cover CP which authorized new standard station.

Modification of CP

KVOE-FM Santa Ana, Calif.—Mod. CP new FM station for extension of time within which to complete construction.

WCFR Fall River, Mass.—Mod. CP new FM station to change frequency from 100.9 mc to 93.5 mc, change trans. location, change studio location, ERP from 300 w to 270 w, ant. height above average terrain from 255 ft to 277 ft, type of trans. and make changes in ant. system.

WLAV-FM Grand Rapids, Mich.—Mod. CP new FM station for extension of completion date.

WSKY-FM Asheville, N. C.—Mod. CP new FM station for extension of completion date.

FM—97.1 mc

Rutherford County Radio Co. Inc., Forest City, N. C.—CP new FM station (Class B) on Channel 246, 97.1 mc, ERP of 1.7 kw and ant. height above average terrain 343.5 ft. AMENDED to change ERP from 1.7 kw to 1.45 kw ant. height above average terrain from 343.5 ft. to 344 ft, and make changes in ant. system.

Modification of CP

WGTC-FM Greenville, N. C.—Mod. CP new FM station for extension of completion date.

WSAI-FM Cincinnati—Same.

FM—98.9 mc

Radio Wisconsin Inc., Madison—CP new FM station on 98.9 mc, Channel 255 (Class B), ERP of 51.6 kw.

TV—180-186 mc

Southwestern Publishing Co., Little Rock, Ark.—CP new commercial television station on Channel 8, 180-186 mc, ERP Vis. 2.47 kw, Aur. 1.27 kw Unl.

TV—54-60 mc

Edward Lasker, Denver—CP new commercial television station on Channel 2, 54-60 mc, ERP of Vis. 15 kw, Aur. 7.5 kw Unl.

Modification of CP

KSTP-TV St. Paul—Mod. CP new commercial television station for extension of completion date.

TV—186-192 mc

Twentieth Century-Fox of Missouri Inc., Kansas City, Mo.—CP new commercial television station on Channel 9, 186-192 mc, ERP of Vis. 27.5 kw, Aur. 13.7 kw Unl.

BOLSTERING Fred Beck (center) for his second year on Columbia Pacific Network with "Fred Beck Program" for Miles Labs. Inc., California, (Alka Seltzer), are (l to r): R. C. Lockman, CBS account executive; F. G. Clancy, president of Miles Labs., California; Tip Corning (second from r), of Beck program; A. E. Joscelyn, director of KNX-CBS operations. Occasion was a dinner party for Mr. Beck.

AM—860 kc

KTRB Modesto, Calif.—CP to install FM ant. on top of AM tower.

Assignment of CP

KOPR Butte, Mont.—Consent to assignment of CP to Copper Bcstg. Company.

AM—1010 kc

WCAM Camden, N. J.—CP to reduce power from 500 w to 250 w, change hours of operation from sharing with WTNJ and WCAP to unl. change trans. and ant. and change trans. location.

Transfer of Control

WPAT WNNJ Paterson, N. J.—Consent to transfer of control from Donald Flamm 200 shares and James V. Cosman 160 shares to The Passaic Daily News.

AM—980 kc

WPLT Dayton, O.—CP to make changes in DA.

TV—210-216 mc

Meadville Bcstg. Service Inc., Meadville, Penn.—CP new commercial television station on Channel 13, 210-216 mc, ERP of Vis. 2.5 kw, Aur. 1.23 kw Unl.

TV—174-180 mc

Salt Lake City Bcstg. Co. Inc., Salt Lake City—CP new commercial television station on Channel 7, 174-180 mc, ERP of Vis. 50 kw, Aur. 25.4 kw Unl.

Remote Pickup

Central Utah Bcstg. Co., Provo, Utah—CP new remote pickup station on 152.87 mc, power of 15 w, Emission A-3 hours of operation in accordance with Section 4.403; also CP new remote pickup station on 153.47 mc power of 15 w, Emission A3 hours of operation in accordance with section 4.403.

TENDERED FOR FILING

TV—66-72 mc

Cornell U., Ithaca, N. Y.—CP new commercial television station on Channel 4, 66-72 mc, ERP of Vis. 13.6 kw, Aur. 6.8 kw.

TV—174-180 mc

Edward Lasker, Seattle—CP new commercial television station on Channel 7, 174-180 mc, ERP of Vis. 30 kw, Aur. 15 kw.

WPJB (FM) Is Launched By 'Providence Journal'

WPJB, the *Providence Journal-Bulletin's* FM station, began operations July 11 on Channel 286 (105.1 mc). Station is operating on an 11 a.m.-11:05 p.m. schedule, with news presentations every hour on the hour.

WPJB's transmitting station and its 475-ft. tower are located on Neutaconkanut Hill in Johnston, R. I., with temporary offices and studios at 53 Mathewson St., Providence.

H. William Koster is station manager, Harmon Hyde program director, Maurice Dolbier news director and George W. Sharpe chief engineer. Station used teaser ads to herald its opening.

WEBR Buffalo received silver trophy in recognition of its outstanding contribution to youth of Buffalo area at recent session of 36th Annual State Convention of Elks.

LAW TAGS ALLEGED EXPLOITER

New York High Court Hears Story of Man Charged With Misrepresentation on Radio

A STORY of how radio's effectiveness as a means for soliciting charity and sympathy is occasionally exploited was unfolded last week before the New York Supreme Court where Nathaniel L. Goldstein, attorney general, charged a resident of the state with misrepresentation in his appearance on a network radio program.

The principal, John A. Walker, who received $13,500 in one or two dollar bills from listeners after appearing on MBS *Alexander's Mediation Board* last Dec. 18 was charged with squandering all but $2,631 of the money and misrepresenting his and his family's circumstances. His wife, Edna, also was interviewed on the December program.

Attorney General Goldstein said Mr. Walker had spent $2,000 to clear mortgage on a Connecticut home and an additional $9,000 for a Florida vacation and a new automobile. Further, he alleged, Mr. Walker told Mr. Alexander he was facing starvation and eviction. The charge states also that he and his wife concealed from Mr. Alexander a record of convictions, previous indictment for grand larceny and forgery, and ownership of his Connecticut home. The couple had posed the question of whether to tell the children the father had once been convicted of passing a bad check.

The attorney general said it appeared too late to return the donors' money, but has asked the court to appoint a special guardian to protect the youngest son's interest which would preserve "the faith of the radio contributors." It was also emphasized that neither the network nor the program was involved in any way other than incidentally.

Briefs supporting the charge will be filed Monday (today).

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,693 licensed, 341 construction permits, 281 applications in pending file, 304 applications in hearing; FM—142 licensed, 106 conditional grants, 771 CPs (of which 421 are on air under special temporary authority) 37 applications pending, 45 applications in hearing; television—seven licensed, 101 CPs (of which 23 are on air), 299 applications pending of which 186 are in hearing.

WBCK BATTLE CREEK STARTS; MBS OUTLET

WBCK Battle Creek, Mich., started operation July 9 with 1 kw fulltime on 930 kc. Outline of program policy and introduction of staff members preceded presentation of Detroit Tigers baseball game as first program, according to Robert H. Holmes, president and general manager.

Dedication of station will be held July 16 during dinner at Post Tavern. Local, state and county officials and celebrities will take part. *Destiny of A Wilderness*, documentary dramatization outlining history of Battle Creek, will be presented along with salutes from other Michigan stations.

Adrian R. (Bud) Cooper, formerly of WFDF Flint, is head of programming, production and promotion departments of WBCK. Charles E. Dewey Jr., who designed the studios, double control room and offices, is chief engineer. Continuity department is staffed by Florence Jankowski and Gene Cahill, formerly with WCAR Pontiac. Don Callen, from WBBC Flint, heads the announcing staff which includes Will Carlson, Ed Grennan, Dom Quinn and Jack Severson.

Station is affiliated with MBS and is represented nationally by McGeehan and O'Mara.

AT&T Amends

AN AMENDMENT to AT&T's rates for intercity television facilities, described by the telephone company as a "clarification," was filed with FCC last week. Authorities said the change, relating to monthly service on intercity channels which must be shared, makes clear that the daily base of four hours may be used in multiples of 15 minutes, whether consecutive or non-consecutive, and does not have to be used in segments of at least one hour each.

THURSDAY night television program and Sunday night radio show have been added to "Winner Take All" schedule on CBS, daily quiz program heard from 4:30-5 p.m. CBS Television Network began telecasting series July 1 from 9:30-10 p.m. Sunday broadcast is heard 9-9:30 p.m., replacing "Hit The Jackpot" which moved to 9:30-10 p.m. Tuesdays.

At Deadline ...

INCREASE IN MAXIMUM POWER FOR TV STATIONS URGED

INCREASE in maximum power for metropolitan-class television stations from present 50 kw at 500-ft. antenna height to power corresponding to 500 kw at 500 feet, plus greater engineering protection for all TV outlets, proposed by Allen B. DuMont Labs. in recommendations offered to FCC Friday along with its plan for 8 new TV channels [BROADCASTING, June 28].

DuMont flatly preferred present low-band TV area over 475-890 mc "upstairs" band whose potentialities for commercial video are to be explored in FCC hearing in September. Suggesting part of upper band might be given to government services displaced by its plan to add 8 channels in present TV region, company said: "DuMont feels that the lower frequencies are more desirable for broadcasting, certainly from the point of view of available power and proven broadcast coverage."

Firm's data and proposals [see *Telestatus*, BROADCASTING, July 5] were tendered by Research Director T. T. Goldsmith Jr. in Friday afternoon session of FCC's channel allocation hearing (earlier story page 21). They were not discussed. That will come after hearing resumes July 26, along with "general" testimony including Westinghouse Stratovision plans. Hearing on allocations in specific localities was completed late Friday.

DuMont statement said "many important centers of population will not be provided with service" if stations are protected against interference only to their 5,000 microvolt-per-meter contours. DuMont suggested protection to 2,000 microvolt contour "and, where possible, on out to the 500 uv/m contour."

Study of tropospheric (long-distance) data should be given "specific attention . . . as soon as possible" and suitable quantitative standards for protection should be incorporated in rules for TV allocations, according to DuMont.

NAB OFFERS TECHNICAL ADVISORY SERVICE TO FCC

NAB Engineering Executive Committee Friday offered full cooperation of broadcast industry to FCC in solving problems involving frequency spectrum requirements, allocations and engineering standards. Action taken as new membership of committee was completed and based on directive of old committee issued at meeting during NAB convention in May.

New committee includes all industry segments.

Similar service offered FCC by new IRE-RMA committee which succeeds Radio Technical Planning Board (story page 26). NAB not represented on IRE-RMA group but E. K. Jett, Baltimore Sunpapers radio and TV director, is member of both committees.

NAB group also offered advisory service to State Dept. in handling frequency and spectrum problems. Members of NAB committee are:

A. James Ebel, WMBD Peoria, Ill., chairman; Orrin W. Towner, WHAS Louisville; Mr. Jett; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; K. W. Pyle, KFBI Wichita; Jack R. Poppele, WOR New York; John H. DeWitt, WSM Nashville. Technical advisory members: George Adair, consultant; Paul deMars, Raymond M. Wilmotte Inc.; Dixie B. McKey, consultant. Network advisory members: Frank Marx, ABC; William B. Lodge, CBS; Earl M. Johnson, MBS; O. B. Hanson, NBC. NAB board liaison members: T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia.

CIVIL DEFENSE GROUP CONFERS AT PENTAGON

PLANS for major national defense role of broadcasters drafted at all-day Pentagon meeting last Friday by AM, FM and TV spokesmen and Civil Defense Planning division officials.

Recommendations of industry advisory panel reportedly were chiefly of technical character and will be incorporated, after sifting by civil defense officials, into master plan due in Defense Secretary Forrestal's office July 31 [BROADCASTING, July 5].

Panel members:

AM Group—J. Harold Ryan, Fort Industry Co.; John E. Fetzer, WKZO Kalamazoo, Mich.; James M. LeGate, WIOD Miami; Edward W. Breen, KVFD Fort Dodge, Ia. FM Group—Everett L. Dillard, WASH Washington, FM Assn. president; John Shepard 3d, WGTR Boston (not present); Leonard L. Asch, WBCA Schenectady. TV Group—Jack R. Poppele, WOR New York, president Television Broadcasters Assn.; Carleton D. Smith, NBC television (represented by Robert Shelby, NBC New York); William C. Eddy, WBKB Chicago. NAB Liaison—Robert K. Richards, NAB public relations director.

Defense officials:

Col. R. V. D. Corput, Jr., chief, signal officer, P & O division; Col. Alvin L. Pachynski, Air Force communications; Capt. Robert J. Foley, Naval operations; Gilbert C. Jacobus, censorship consultant, National Security Resources Board; Russell J. Hopley, director, Civil Defense Planning; Lt. Col. B. W. Beers, executive assistant, Civil Defense Planning; H. H. Nance, chief, technical division, Civil Defense Planning; Dr. Archie Palmer, chief, training division, Civil Defense Planning; Osgood Roberts chief, public information division, Civil Defense Planning, and H. J. Schroll, communications adviser, Civil Defense Planning. Mr. Schroll served as chairman of session.

NAB DISTRICT MEETINGS SCHEDULE TV SURVEY

NAB survey of TV's place in broadcasting placed on agenda of first eight NAB district meetings, starting with District 4 session July 26-27 at White Sulphur Springs, W. Va. Charles A. Batson, author of study, to speak under title "Television—the Blue Chip Decision."

Agendas of meetings to include Standards of Practice talk by President Justin Miller at opening day luncheons, with time for question period; All-Radio Presentation talk by Hugh M. P. Higgins; programming for profits session in charge of Harold Fair; labor relations, Richard P. Doherty; BMB President Hugh M. Feltis; BMI President Carl Haverlin. Frederic R. Gamble, AAAA president, to speak at White Sulphur Springs, as will A. D. Willard Jr., NAB executive vice president, and Don Petty, NAB general counsel. Horizons Unlimited sessions also scheduled at meetings, most of which follow general pattern of District 4 session.

OUTRANKED

FCC CHAIRMAN Wayne Coy, whose salary is no better than second best since federal employes pay raise lifted two staff members $305 beyond commissioner's $10,000 [BROADCASTING, June 28], got forceful reminder of that fact when he drove car onto parking lot and found his customary space unsurped by General Counsel Benedict P. Cottone. Challenged, $10,305-a-year General Counsel shot back! "But now I out-rank you!"

PROGRAM TEST RULES TIGHTENED BY FCC

GROWING DIFFICULTY of fitting new st tions into crowded AM band was noted FCC Friday in tightening of requirements f commencement of operation by new AM st tions or those changing to improved facilitie FCC said:

"In view of the present situation, the Co mission will have to direct postponement program tests unless notification by the pe mittee precedes the proposed date of commenc ment of tests by at least two full days—e clusive of Saturdays, Sundays, and legal hol days—and is accompanied by the require forms and data to indicate that constructio and operation is in accordance with the Co mission's Rules & Regulations, Standards . . and terms of the construction permit." Fu week's advance notice would be better, stat ment added.

CHURCHILL IN CHARGE

CLINTON H. CHURCHILL, president o WKBW Buffalo, issued following statemen Friday:

"On Wednesday of this week the board of d rectors of WKBW Inc. accepted the resignation Arthur Simon as executive vice president. Mr. Simo has not been in charge of the management WKBW Inc. since May. At present the managemen of WKBW Inc. is under the direction of the pres dent, Clinton H. Churchill". [See "Management page 54.]

SALT LAKE TV APPLICATION

UTAH Broadcasting & Television Co. (KUT Salt Lake City) last Friday applied to FC for commercial television station on Channe 2 (54-60 mc) with 15.4 visual, 7.64 aura power.

Closed Circuit

(*Continued from page 4*)

healthy for them after November elections At least dozen are on departure list.

SOON to blossom in TV syndication field wil be *Washington Report*, under auspices o William B. Dolph Enterprises, which handle among others Fulton Lewis jr. and *Double or Nothing*. Comprising "news featurettes," newsreel already has had several dry run featuring Washington celebrities on current news events.

SUMMER doldrums will really hit FCC this year. Fatigued because of the heavy work load they have carried, commissioners and staff plan staggered vacations beginning next week. FCC actions will be handled by less than quorum board subject to subsequent ratification.

WINX, *Washington Post* independent, formally goes on block July 21 in anticipation of acquisition by newspaper of control of CBS-owned WTOP (with FCC approval) for $855,470 [BROADCASTING May 24]. WINX was acquired by Eugene Meyer, *Post* owner, in 1943 for then record price of $500,000 for local outlet. Number of inquiries received for WINX but no negotiations undertaken.

LONG-VACANT broadcast advertising post at NAB may be filled in near future. NAB sales managers committee slated to discuss matter at July 19 meeting.

PEOPLE ARE "SEEING THINGS" IN DETROIT

Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .
Associate AM Station WWJ

Department store demonstrations show how television makes shopping easier—saves time!

Shopping by Television—a coming convenience

You know television as an exciting source of news and entertainment. But what about other uses?

250,000 people—at a demonstration arranged by RCA Victor—learned the advantages of a "Shop-by-Television" program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments . . . saved time . . . made shopping simpler.

88% of these customers said television was a major help . . . 62% said the program had drawn them to the store . . . more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value *within* a store, "Shop-by-Television" is already reaching across the air waves to customers' homes. How convenient it will be to *see* merchandise on the screen of your RCA Victor television receiver, and then do much of your shopping by telephone!

Progressive research leads to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

• • •

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.

RCA **RADIO CORPORATION of AMERICA**

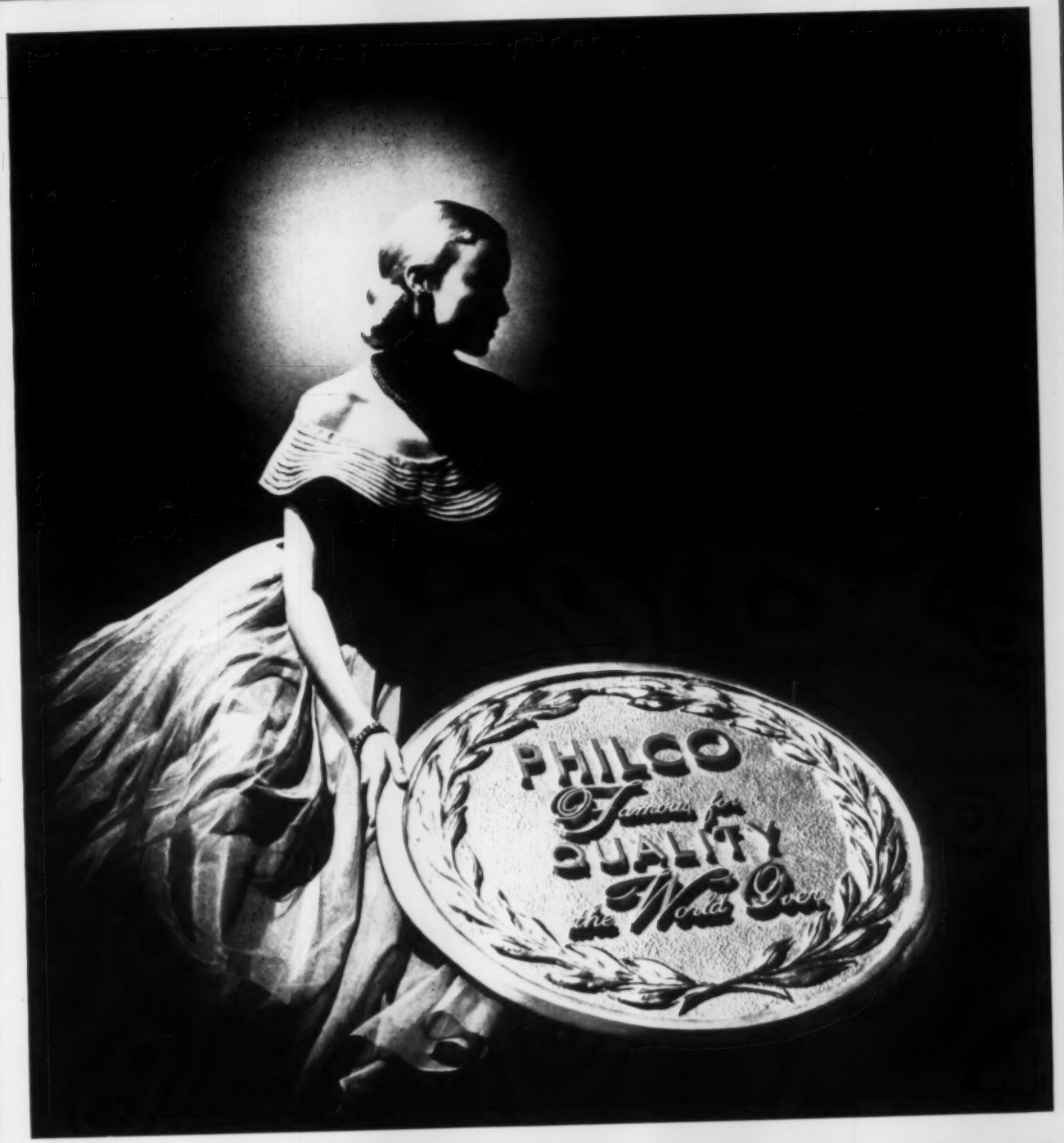
12, 1948

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 3

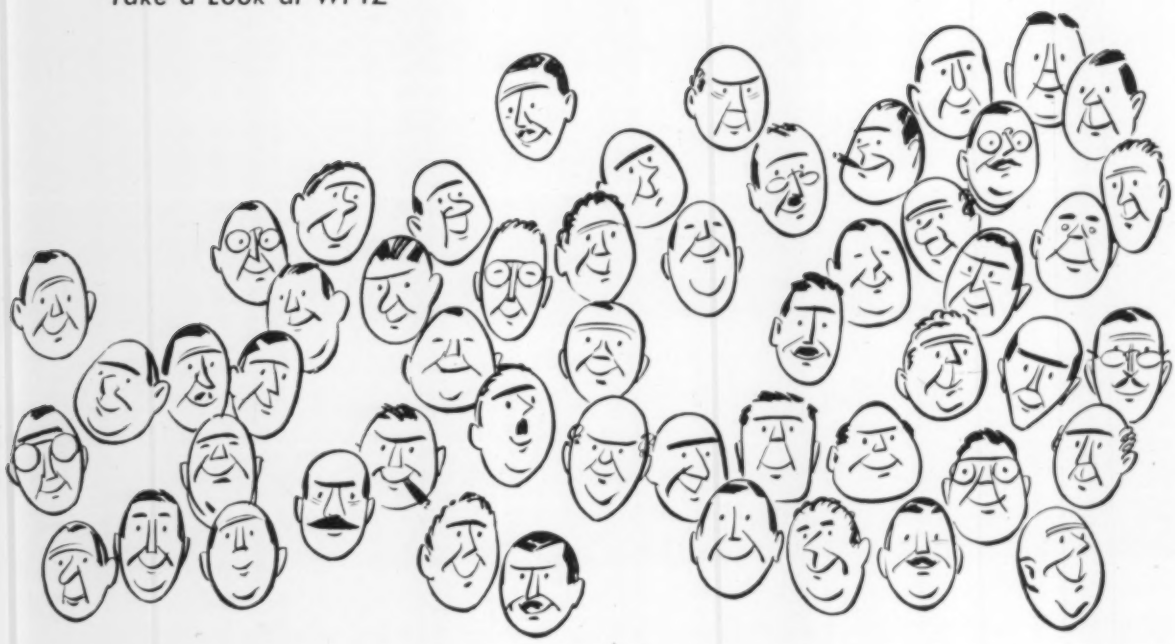
Philadelphia



Third of a Series

WHAT'S NEW IN TELEVISION?

Take a Look at WPTZ



In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps . . . WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, *professional* staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION

Architects' Building, Philadelphia 3, Pa.

Telephone: LOcust 4-2244

NBC TELEVISION AFFILIATE

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

The Philadelphia Radio Market

Third of a Series

By HERMAN BRANDSCHAIN

PHILADELPHIA has been called the nation's third market, "The Workshop of the World," "The City of Homes"—and such less complimentary descriptives as "Corrupt and Contented."

There are scores of other pat phrases about Philadelphia. The validity of many of these phrases is not to be discounted. They tell a sponsor much about the city—but not enough about the city whose annual radio billings reach the five million mark.

What a sponsor needs to know most of all, Philadelphians say, is this little appreciated fact: Philadelphia is an unparallelled *bargain rate* radio town. Few markets anywhere can offer a radio sponsor more for his money.

There are two reasons for this: First, time rates are astonishingly low. Second, regardless of rates, quantity and quality of prospective purchasers are high.

An advertiser seeking to enter the airwaves of the Philadelphia market has at his disposal the facilities and brains of large radio organizations—and at rates which are low when compared to other similar areas. But it is important, in making a true evaluation of the bargain rates to consider the economics of the market.

Such an analysis reveals:

● Philadelphia is America's third city, producing about 4% of the country's manufactured goods.

● In its metropolitan area are close to four million people, with an estimated 10 million in the listening area. Within a 100-mile radius, which includes New York City, is an area containing 18,000,000 people and the greatest market in the world; these people have a per capita spendable income rated at 70% greater than the remainder of the country.

● Of the nation's ten largest industrial areas, Greater Philadelphia has the highest percentage of owner-occupied dwellings, about 15% above the average for such districts.

● It is strategically located as a manufacturing and distributing center. Immense quantities of raw materials are at hand.

Within Pennsylvania alone are the nation's leading production centers of coal, coal tar, pig iron, steel, ferrous alloys, cobalt, sand, stone, slate, lead pigments and sulphuric acid. The city of Philadelphia alone boasts 5,000 industrial establishments, and adjacent counties add another 1,000. Four out of every five types of manufacturing common to the American industrial scene are to be found there. Annual production of such industries is estimated at about four billion dollars.

Quaker City Stands High As Cultural Center

All this indicates a great metropolitan center, economically. Culturally, the city has few equals, with high standing as an educational, medical, scientific, literary, religious, music and art center.

All in all, it is an area a radio sponsor should find profitable, even if its stations did not offer low time rates. A quick comparison of rate cards with those in other cities shows how low are these rates.

Remembering that Philadelphia's listening audience is estimated up to 10,000,000 persons in Eastern Pennsylvania, New Jersey, Delaware and Maryland's Eastern Shore, with an annual buying power of 10 billion dollars, it is startling to contrast the rates of its powerful stations—both AM and TV—with those in other areas. KYW Philadelphia, 50 kw Westinghouse station, for example, charges $500 an hour for Class A time, as does the 50 kw WCAU, owned by the *Bulletin*.

This $500 an hour figure compares with $650 an hour charged by KNX Los Angeles, $575 by KMOX in St. Louis, $560 by WBZ Boston. And throughout the country, many stations with less power, reaching fewer listeners than even the smaller Philadelphia stations, charge more for time. WPEN, for example, which claims to deliver more listeners per dollar spent than any other station in Philadelphia, charges but $150 an hour

(Continued on page 4)

Philadelphia

(Continued from page 3)

for its 5 kw facilities. Oddly, many station executives seem unaware of this peculiarity of their own market.

Gordon Gray, sales manager of WIP Philadelphia, and Benedict Gimbel Jr., station president, are among Philadelphia station executives who have been selling sponsors on the viewpoint that "any radio buy in Philadelphia is a good buy."

Competitive factors keep the price tags on radio time low. Perhaps as good a reason as any is that Philadelphia has been a big printed-word town since the days of Ben Franklin. Newspaper rates have been low and radio has competed with them.

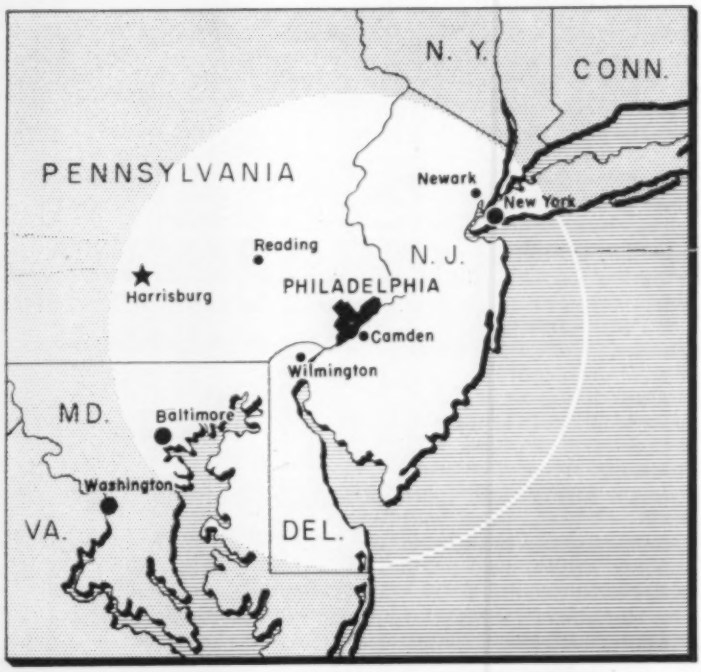
In latter years, however, it seems more probable that radio rates have been kept down merely through competitive factors among stations. Newspapers seem able to raise advertising rates and circulation prices with what takes on the appearance of unanimity, but the fiercer competition among stations seems to have prevented any concerted action.

If Philadelphia is a bargain radio town, is the purchase of time there really a cheap buy—or, like so many bargains, does the product delivered turn out to be on the shoddy side? The local reply to this question, of course, is that Philadelphia radio is truly a bargain.

Philadelphia's Radio Row Is Concentrated

Radio facilities in the Quaker City largely are located in a strip, two blocks by eight blocks, north and south between Market and Walnut Streets and east and west between Ninth and 17th. In that strip, which contains the city's shopping center, is a radio row worth an estimated $20,000,000 to $25,000,000—containing all the AM, FM, facsimile and TV studios in the city except the AM WTEL and the television headquarters of WFIL-TV. WTEL is 4½ miles north of the city's center while WFIL-TV is housed in quarters three miles west. In the strip are the headquarters of Westinghouse Radio Stations Inc., operator of the Westinghouse radio chain.

Added to these broadcasting facilities are large radio manufacturing plants which make Philadelphians radio-minded. Much of the radio of the world has been born in the workshops of the area. In the Quaker City are the plants of Philco, boasting the longest TV production lines in the world, and across the Delaware River, in Camden, the RCA Victor shops, producing everything in electronics needed by the industry.



The fact that the industry has grown in Philadelphia's own back yard, so to speak, has had a profound effect on radio in the Quaker City. Those who forget this should watch the influence of local TV manufacturing on the growth of television in Philadelphia.

WPTZ a Pioneer In Television

Philco's experimental telecasts led to commercial operation of WPTZ, which last year was among the country's leaders in the number of television hours on the air and sponsored. Philco and RCA have introduced receiver models in the area, have used the section to test repair and maintenance programs, and have made it second only to New York in television.

Commercial radio itself got off to a big start in the Quaker City in 1922 when no less than five of the nine AM stations now on the air threw out roots in one form or another. They were WCAU, WDAS, WFIL, WHAT and WIP. A sixth outlet, KYW, was founded the year before in Chicago, but moved to Philadelphia in 1934. WIBG and WTEL were started in 1925, WPEN in 1929. A tenth, WJMJ, is locked in litigation and has yet to broadcast.

WIP Started In Gimbel's Store

Much of early Philadelphia radio was tied up with retail merchandising. WIP, for example, began broadcasting in the Gimbel department store, is still under Gimbel leadership, and maintains offices and studios in the Gimbel building. WFIL, a merger of WFI and WLIT, had its origin in the Lit Brothers and Strawbridge & Clothier department stores. It now is owned by a newspaper, *The Philadelphia Inquirer*.

Bonwit Teller store formerly was licensee of WHAT, a station now owned by William Banks, a veteran career man in radio. WPEN, founded in 1925, is a reversion to a former type of ownership, in that it was purchased last year by Sun Ray Drug Stores, retail chain. At one time, Wanamaker department store owned WOO, a license since withdrawn.

Much has been made of the retail background of the operators of Philadelphia radio stations. The charge often has been leveled that radio was just a sideline, and therefore was held back. There seems little to justify the charge.

Radio's Start in Twenties Was Inauspicious

When radio started going commercial in the early twenties, there were few who knew much about it. The pioneers in the new field almost of necessity had to come from other businesses. And the men from the retail business brought to radio a business sense. A big boost to Philadelphia radio came in 1924, when the Levys, Dr. Leon Levy, a dentist, and his brother, I. D. Levy, a lawyer, bought WCAU for $25,000. At that time WCAU didn't even bother to broadcast Saturday nights, for Philadelphians, conservative though they be, had more exciting pastimes than radio. But the Levys entered the Philadelphia radio scene with the determination of making WCAU a separate business and an outstanding station. This had a salutary effect in local radio, and put a $6,000,000 price tag on the station when it was purchased by the *Bulletin* a year ago.

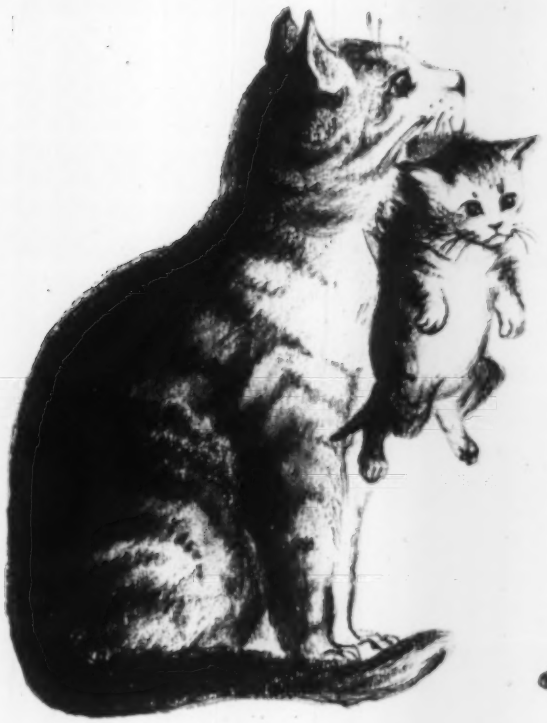
In 1934 another big boost came with the transfer of KYW from Chicago to the Quaker City. KYW, one of the bright stars in the Westinghouse chain, for a time shared studio space with WCAU. Now, however, the 50 kw stations are situated back-to-back in their own modern buildings, constructed especially for radio.

With purchase of WCAU by the *Bulletin* last year, it would appear that WCAU was transferring much of its attention from its natural AM rival to rivalry with WFIL, a 5 kw station. Under Annenberg management, WFIL has poured $2,000,000 into its AM, FM, TV and facsimile development.

The rivalry between WFIL and WCAU is some comfort to Philadelphia's radio row. WCAU and WFIL, the newspaper-owned stations, are regarded by the rest of Philadelphia radio as having an unfair advantage in being able to publicize their activities through

(Continued on page 6)

Benedict Gimbel Jr. Gen. Mgr., WIP | **Edward D. Clery** Gen. Mgr., WIBG | **Roger Clipp** Gen. Mgr., WFIL | **Robert White** Gen. Mgr., KYW | **Leslie Joy** Mgr., WDAS | **Dr. Leon Levy** Pres., WCAU | **Edward C. Obrist** Mgr., WPEN | **Wm. A. Bank** Owner, WHAT



SOMETHING NEW

. . . all the time!

THINGS KEEP MOVING in the KYW program department! Old, established KYW shows seldom pass through a season without new twists, new angles, new patterns. And *new* shows . . custom-built for local and spot advertisers . . keep attracting new listeners to KYW.

Whatever your plans, whatever your product . . KYW can fashion a program to suit. And whether it's a Variety Show, a Musical, a Sports Program, or a Kid Show . . you can be sure it will be kept fresh, stimulating, *sales-productive*. Our writers, producers, arrangers, actors, and announcers are fully conscious that good shows mean increased sales for the sponsor.

PHILADELPHIA'S NBC AFFILIATE

50,000 WATTS

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Philadelphia

(Continued from page 4)

their parent newspapers.

Television is rapidly becoming a powerful force in the Quaker City. In fact, it can be said that Philadelphia television, collectively, this year nailed down the biggest sponsorship deal in history—the two national political conventions. It is accepted fact that the city was selected because of its television facilities.

WPTZ, the Philco station, WFIL-TV, the *Philadelphia Inquirer* station, and WCAU-TV, the *Philadelphia Bulletin* station, are at present commercially operating for an estimated 40,000 television receivers and 200,000 viewers—with the audience still growing phenomenally. Although WFIL and WCAU have been telecasting but a short time, they have made rapid progress. WPTZ, started as W3XE in 1932, is now a full-grown TV station with a long list of "firsts" in television.

In 1947, WPTZ was on the air 1,458 hours of program time, one-third of which was NBC network brought in over Philco's own radio relay system. Additionally, 1,530 hours of test charts were broadcast.

Successes of WPTZ on behalf of sponsors have been many. Some examples: Six budget programs for Max Rusoff, furrier, brought in $24,505 worth of direct sales. *Handy Man* program sponsored by Gimbels department store has sold the store out of stock on featured articles week after week. On a non-commercial program, Barr jewelry store appeared as a guest and described a book on diamonds; 250 women came to Barr's stores to get the book and 150 others sent letters requesting it.

All Three Can Claim Video Successes

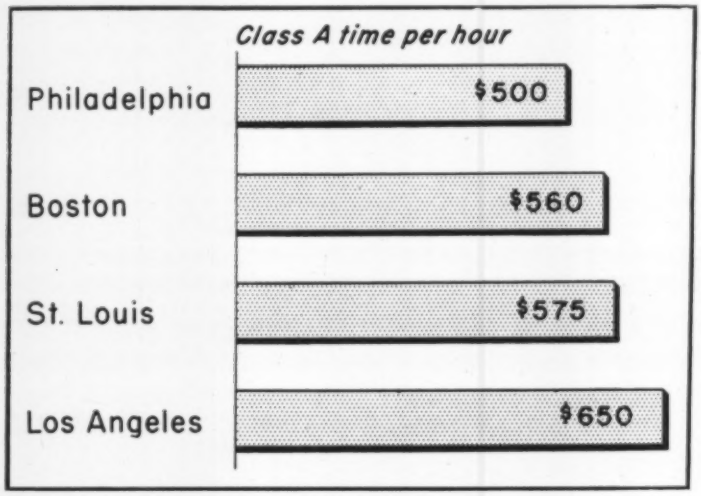
The two other TV stations in Philadelphia have their success stories, too, despite their short time on the air.

The FM picture in Philadelphia is at present uncertain, with only two stations actually quoting rates for time. All the stations on FM at present have AM outlets and all duplicate except KYW, which at this writing neither duplicates nor sells time. Other FM stations are owned by WCAU, WFIL, WIP and WPEN, with WDAS hopeful of joining the others.

FM, generally, gives AM sponsors a free ride to a class audience. And while Philadelphia stations thus make no profit out of it, they nonetheless are making preparations for FM's eventual commercialization. KYW, for example, currently is erecting a 245-foot FM antenna tower atop the 24-story Architects Building, providing reception within a 60-mile radius, while WIP has just installed a new transmitter. FM figures in the plans of other stations, too.

The area is a powerful unit, but to an advertiser, the important inquiry is into the nature of the Philadelphian as a buyer of sponsors' products. In summary, it can be said that the average Philadelphian is conservative but a big buyer. Potentially, he is an even greater buyer.

His income is high. In April, if he was an average wage earner, he made $54.57 weekly, according to Federal Reserve Bank figures. That's $5.10 more than he made the year before, more than double what he made in 1939, when he took home $24.95 and almost double his $27.90 earnings in 1929.



Hourly Cost of Radio Time

He is a spender—but he spends pretty wisely. Total retail sales in the area amounted to 4¼ billions of dollars in 1946—nearly $2,900 per family, or $400 more than the national average. His income as a family man, after taxes during that period, amounted to $3,650, approximately $200 above the national average. Retail sales in the area hit an all-time high last December of 460 on the Reserve Bank index. The average for '47 was 261.4 and the average for '46 was 235.4. This index is based on the 1935-1939 daily average of 100. The retail sales figure in 1939 was 104.1 and in 1929 128.2.

The reason the average Philadelphian is a great spender is to be found in the way he lives.

Small Percentage Live in Apartments

It is not merely a phrase that "Philadelphia is the City of Homes." No other comparable city has as many families living in their own homes. The apartment idea did not catch on in Philadelphia, and this is important in the buying habits of its citizens. Briefly, a 1947 survey showed that Philadelphians live as follows: in row houses, 70.5%; in semi-detached houses, 13.4%; in detached houses, 9.5%; and in apartment houses, 13.4%.

What this means to a sponsor is significant. It means that the average Philadelphian must have many extras to furnish his additional rooms, bringing additional sales.

And Philadelphians are buying to improve their homes. A census Bureau sampling survey in 1947 showed only 6% of ordinary dwelling units in the city needing major repairs as against 8% in 1940.

There seems every reason to believe that Philadelphia will continue to be the city of homes, and its citizens potentially big buyers. For 5,000 homes annually have been built in the city since 1896, and homebuilding, which dropped to a low of 170 in the war year of 1944, was back to 5,180 in 1947, with 1948 appearing to be an even better year.

This is no mean building record in an area where union scales call for $110 weekly for bricklayers, $100 for roofers, plumbers and steamfitters, $95 for electricians and $90 for carpenters, stone masons, lathers and floor finishers—with many builders paying above union scales to attract labor.

The trend toward expansion of home ownership is accompanied by a trend toward factory expansion. Since the end of World War II, $175,000,000 has been spent on industrial plant expansion in Philadelphia. This is a sizable addition to an industrial beehive which led the country in war production before Detroit's auto factories converted to military output. But this postwar expansion is but a start.

Thus a sponsor coming into the Philadelphia area has as prospects a huge home-owning population made up of workers occupied in operating one of the world's huge industrial centers. The sponsor also has the promise that such a home-owning center will expand and that the industrial and commercial area which is its heart already is expanding. He can look for future and repeat orders as well as for immediate business.

Philadelphia has two other kinds of markets important to a sponsor—a very rich suburban market and a considerable farm market.

The rich suburban market includes communities such as Ardmore, Merion, Upper Darby, and the like. Many such communities are actually closer to city center than some of the remoter parts of the city—and many are among the nation's outstanding class markets.

The big farm audience is another plus quantity stations in the area can offer. Few metropolitan stations in the country go in so strongly for farm programs. Philadelphia outlets send their farm editors to county and state farm fairs, have them broadcast from farms, give lengthy crop, market and weather reports.

The farm areas are not remote from the big city, although many a Philadelphian never sees a field from year's beginning to year's end. From the three-story statue of William Penn, who stands atop the 547-foot high tower of City Hall, it is possible to see many of the hundreds of farms in the immediate area, including one which is regarded as the largest truck farm east of the Mississippi. Value of farms in industrial Pennsylvania is exceptionally high.

Much is known of the habits of the Philadelphia radio listener. A consumer analysis made in 1947 by the *Bulletin* not only shows the Philadelphian as a house-owning individual, but as a family man with definite habits. It shows him as a member of a family whose average size is four persons, and there are six chances out of ten that the family has children under 18.

Every Third Philadelphian Is a Car Owner

Every third Philadelphia family head owns an automobile, which he has serviced at an independent station, but his preference in gasoline is for Atlantic, product of one of the biggest timebuyers of sports programs in the world. He buys his family groceries at a chain store, but the independent grocer is putting up a good enough fight to get about 37% of Philadelphians to patronize him regularly.

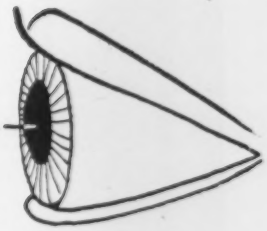
Among high points of Philadelphia family habits are: about 91% use frankfurters, 55% fresh frosted foods, 97% ice cream, 71.8% macaroni, spaghetti or noodles, 99.4% fresh milk, and only 76.9% use hot breakfast foods while 89.3% use cold breakfast foods.

On the other hand, most Philadelphians buy their drug store items at an independent rather than a chain drug store. Most families heat their homes by hard coal, but prefer oil or gas. In 68% of the homes are electric toasters, in 70% electric vacuum cleaners, and in 62% electric washing machines.

But one of the most significant pieces of household equipment owned by Philadelphians is a radio

(Continued on page 8)

Television



or Radio

When you're on WCAU, you're in Philadelphia

AM
TV
FM
FAX

CBS AFFILIATE

THE PHILADELPHIA BULLETIN STATIONS

Philadelphia

(Continued from page 6)

set. The survey reveals that 97.9% of families own radio sets.

The conclusion is inescapable, say Philadelphians, that here is a center of population which is stable, productive and is equipped to hear a radio selling message. There also is much data to indicate that the people have many unsatisfied demands. For example, major repairs or replacements are needed by 28.3% of the radios, 24.2% of the washing machines, 22.4% of the vacuum cleaners, by 20.2% of the heating equipment, 17% of the cooking ranges, 16.7% of the lighting fixtures, 15.8% of the refrigerators, 14.1% of the electric irons, 12.2% of the house roofs, 9.4% of the water heaters.

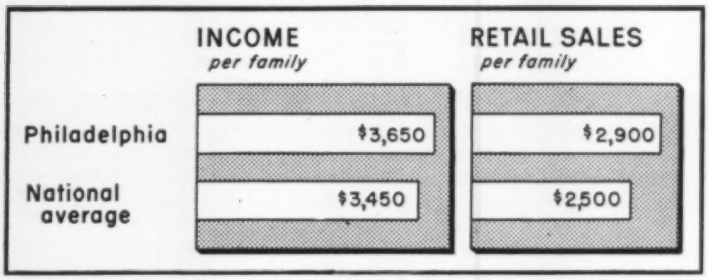
All this makes an inviting picture for a sponsor. This does not mean, however, that there are not factors in the market which may not disturb a sponsor. It is now almost half a century since Lincoln Steffens described Philadelphia as "corrupt and contented." There still is much in the Philadelphia picture that accepts corruption with little demonstration. In April, May and June of this year, crime and irregularities in administration of tax matters came to light which would have rocked the foundations of many communities. But in the Quaker City there were no marches on city council, or on the city fathers; no protest meetings of consequence. A sponsor may regard this condition as a disturbing factor in the future health of the city. But the sponsor, looking to sell goods via radio, may well ignore it as having little immediate relevancy in the effort to make cash registers ring as the echo to today's or tomorrow's radio program. There is nothing to show that the Philadelphian, fused to many decades of municipal irregularities, feels insecure enough because of it to be less of a buyer.

Choice of Medium For Philadelphia

Assuming, then, that the advertiser decides to come into the Philadelphia market area, he may raise the question of choice of media. There is no doubt that the traditional way to advertise in Philadelphia is via newspapers. An NBC report on the city once rated it first in paper, printing and publishing. Many a local advertising man will say that radio is a good "supplementary" medium, which is but faint praise.

The only answer to this is to be found in the tills of advertisers who have used radio in the area. Results have been produced and every station in the city can pull out case histories to show how a small time investment yielded magnificent returns.

As for the value of newspaper advertising in the Quaker City—it is not to be belittled. Yet, it can be said that campaigns built around radio have been successful beyond the hopes of sponsors. It also can be said that Philadelphia papers, both dailies and weeklies, often carry so many advertisements that only a most unusual ad can emerge from the mass and hit its mark. A space buyer whose campaign is smothered by competition of other space buyers in the gigantic dailies of the area might well try time instead.



Income & Retail Sales Per Family

On the question of media, however, it would be wise for an advertiser to consult with a local advertising man, or with one who knows Philadelphia. The area itself has numerous agencies, of which about 40 can be regarded as quite active in radio.

A Philadelphia advertising counsellor can aid a sponsor immeasurably in fitting a program to the local audience. For Philadelphia audiences *are* different. Much is said about the slowness of Philadelphians by New Yorkers. But Philadelphians are much more critical than New Yorkers, and what may be a huge success or failure elsewhere might have a reverse experience in the Quaker City. Roland Tooke, assistant general manager of WPTZ, Philco television station, says that audience surveys made of TV programs co-incidentally with similar surveys in New York consistently show that the New York audience will rate almost every program 10 to 15 points higher than Philadelphians.

The lesson in this is that the Philadelphian should be approached by one who knows and understands him.

As for agencies themselves, often a Philadelphia advertising firm may do a business out of proportion to its reputation. Not every agency in the city is apt to blow its own horn anywhere as near as loudly as it toots for a client. Many seem to work almost anonymously.

One of the best known Philadelphia agencies is N. W. Ayer & Son, founded in 1869—four years after the Civil War. Its radio billing figure is kept confidential but it is known that it buys $750,000 annually alone for Atlantic Refining's sports radio and television program. It also handles the account of U. S. Army and Air Force Recruiting, Rexall Drug Co., Bell Telephone System, Hires, Sheffield Farms, Electric Companies Advertising Program, Michigan Bell Telephone Co., Supplee-Wills-Jones Milk Co., Clicquot Club, Kerr Chickeries, Charms Candy, and others. This agency, founded in 1869, and now occupying its own 13-story building on Washington Square, has offices in New York, Detroit, Boston, Chicago, Hollywood, San Francisco, Honolulu, London. Its radio, television and public relations departments are directed from New York offices at 30 Rockefeller Plaza.

N. W. Ayer & Son Program Started in 1923

Like so many Philadelphia agencies and stations, it has many "firsts" to its credit. It claims the first continuous series of commercial programs. In 1923 it recommended and originated the *Eveready Hour* for National Carbon Co., first regular series of broadcast entertainment and music to be sponsored by an advertiser.

Among its claims are the first continuity or drama-type program designed for broadcasting (1924), first commercial adaptation of a full-length play for radio (1925), first commercial adaptation of a full-length novel, introduction of Eddie Cantor, George Gershwin and The Revelers Quartette to radio (all 1926), and many others.

James E. Hanna, a vice president of Ayer and its radio manager, stresses that although radio has played an important part in the building of the agency, and although radio billings have been climbing steadily for years, Ayer's has never attempted to build one media at the expense of another. As for the use of radio in the Philadelphia market, Mr. Hanna has this to say:

"We believe radio is one of the most effective and economical channels of mass communication, highly desirable for certain types of both direct selling and informative or institutional messages. Our belief in its effectiveness for the Philadelphia market is witnessed by the very large baseball and football broadcasting schedules we have operated for more than 12 years in the Philadelphia market for our client, the Atlantic Refining Company. In addition, this year another of our Philadelphia clients, Supplee-Wills-Jones Milk Co., is sharing the baseball broadcasting as co-sponsor with the Atlantic Refining Company. We think radio does an excellent job in covering the Philadelphia area."

Another agency which has made a national name for itself in radio is Clements Co., which was founded May 25, 1932 and bought its first radio time the same day—*The Children's Hour* over WCAU for Horn & Hardart. In 1947 the agency bought a half million dollars worth of time.

Among its radio clients are P. J. Ritter Co., Hudson Coal Co. of Scranton (Pa.), Campana Sales Co. for Solitari Lipstick and cake makeup, Ranger Joe Honey Flavored Wheat, Hornung Brewing Co., Northwestern National Bank, S. S. White Dental Mfg. Co., Time Jewelers, Metropolitan Milk Assn., Certified Milk Assn. and Walker-Gordon Laboratory.

It claims many firsts in radio, among them the origination of singing commercials, the first network amateur program, and many others. Its radio director is Mrs. Alice Clements, wife of I. W. Clements, president of the agency. Her radio activities are reputed to net her $75,000 yearly.

Still another agency making a name for itself in radio is Gray & Rogers, whose total billing is now over $5,000,000 annually, of which $200,000 is radio. This agency has had a rapid growth since modest beginnings in 1927, when it started with one client—itself. Current radio accounts include: Bell Telephone Co. of Pennsylvania, Diamond State Telephone Co., Keystone Automobile Club, Chevrolet Dealers Assn., of Philadelphia, Southern States Iron Roofing Co., Philadelphia Saving Fund Society, Fidelity-Philadelphia Trust Co., Sunshine Beer, and others.

The Other Agencies In the Market

Edmund H. (Ned) Rogers, firm partner, claims no great innovations for the agency in radio. During the war, however, it developed an extensive campaign for Bell Telephone Co. of Pennsylvania, using 62 stations consistently for five years to explain shortages and service difficulties.

Mr. Rogers believes that better balanced programming can be obtained in Philadelphia through better cooperation of agencies and stations. When a station has a block of time to sell, he believes, it is best for the outlet to discuss the situation with an agency to discover whether the client would benefit from that particular time on that particular station. Then a program can be worked out, a tailor-made product that fits the client and the listening audience, and in the long run, the station.

Philip Klein agency is housed in its own colonial building on fash-

(Continued on page 10)

WIP Produces

Example #4

Miller North Broad Storage Company became a WIP client to tell the public of the rebuilding of its fire-razed warehouse. So successful was this campaign, that in the eight years as a WIP sponsor, and without using other radio time or other media, the company has built another warehouse to accommodate increased business. It's no *burned* client who says, "we feel our radio advertising on WIP is just as much a part of our business as our sales department."

WIP

Philadelphia
Basic Mutual

•

Represented Nationally
by
EDWARD PETRY & CO.

in Philadelphia
WIBG
is the people's choice!
SPORTS
NEWS
MUSIC
Merchandise moves fast when WIBG is the salesman. Why? Because thousands of families in this huge market cast their vote for WIBG'S outstanding programming and entertainment. They listen regularly. They listen intently. And then they BUY. If it's a responsive audience you want, it's WIBG you want!
10,000 WATTS
dial 990
EAGLES TEMPLE
WIBG
ATHLETICS and PHILLIES GAMES
dial 990
Aggressive Promotion:
CAR CARDS
OUTDOOR POSTERS
NEWSPAPERS
TRADE PAPERS

Philadelphia

(Continued from page 8)

ionable Rittenhouse Square. Mr. Klein, a tousle-haired, boyish looking man of 41, has an intense interest in radio and television—in fact, he bought his own television show to advertise his agency, making it the first agency in the country to sponsor its own television show. He himself emceed the show for the fun of it. He founded the agency in 1932 and claims among his other "firsts" the initial purchase of FM time in Philadelphia, for client Seven-Up Co., and the first purchase of television for a member of the New York Stock Exchange, for its client, Reynolds & Co. Currently the agency buys time for Frankford-Unity Assn. (one of the nation's biggest independent grocery store combines), Buten Paint Stores, Wilmington Provision Co., Lincoln-Mercury Dealers of Philadelphia, Charter Bank of Philadelphia, Crescent Nut & Chocolate Co.

Herbert Ringold, radio director of the Klein agency, feels the major problem of the agency is to create limited-budget local programs which can compete with national programs. Another problem is the question of ratings—which he feels often do not give a true picture of program acceptance or ability to sell a product. He believes that television will make extensive inroads on AM radio.

Another agency which has concerned itself with television—and profitably—is the Solis S. Cantor Adv. Agency. Although Mr. Cantor believes radio and television to be but a supplementary medium in the area, he believes it an essential part of many a rounded campaign. His agency is one of the leaders in television and in the last ten months has placed 14 accounts in the new medium. Among its "firsts" are the placing of the first beauty contest on TV and the production of the first live show on the new WCAU-TV station for his client, Lou Block, Studebaker dealer.

Cantor agency currently also buys radio and television time for: Ezo Products Co., Shellenburg's, Melville Storage, Fred Dannenhauer (Admiral Television), Chex, Land O' Sun Dairies, Versailles Hotel, Jacques Ferber Furs, Locust Radio, Frank Royall and Chapman Shoes. Aiding Mr. Cantor are Ethyl Foster, a former WCAU staffer and a radio instructor at Temple University, and Robert Weiner, account executive.

An agency which has bought considerable foreign language programs is Borrelli Co., for which Charles John Borrelli acts as his own time buyer. Mr. Borrelli, himself a station founder, an announcer and time salesman, believes radio is a top medium for reaching foreign-language elements, many of whom can't read even their native tongue adequately. In 194 his agency bought $75,000 in time

G. Bennett Larson, Television Director, WCAU-TV; Ernest D. Loveman, Vice-Pres. & Gen. Mgr., WPTZ

No attempt can here be made to summarize the activities of all the agencies in the area, but the spread of some of them can be seen from a list of the following agencies and some of their radio accounts:

Aitken-Kynett Co. — Philips Packing Co. Inc., Stephano Brothers, Felton, Sibley & Co., H. C. Derby Co., Corkran Hill & Co., R. M. Hollingshead Corp.

E. L. Brown Adv.—Otto Erlanger Brewery, Hershel Calif. Fruit Products, Frank Locke Shoes, Frank & Seder.

Benjamin Eshleman Co.—Commonwealth of Pennsylvania, Department of Revenue, Republican State Committee of Pennsylvania, Republican Central Campaign Committee of Philadelphia.

Lawrence I. Everling Inc.—Adam Scheidt Brewing Co., M. A. Bruder and Sons Inc., Foster, Miller and Bierly, Wilmar Manufacturing Co.

Harry Feigenbaum Adv. Agency—Renuzit Home Products, Yankee Maid Meat Products, King's Wine, Amerada Cigars, Federal Savings & Loan Association of Philadelphia, London Dry Bottling Co., Hardwick & Magee Co., Sam Gorson.

Lamb, Smith & Keen—Esslinger's Beer, A. C. Roberts Packing Co., Southgate Foods, Johnston & Holoway Co., Standard Homes Co., Silver Suds Co., Chalfont-Haddon Hall.

Julian G. Polock Co.—Kahn & Rosenau, Commonwealth Optical Co., Quaker Storage Co.

Dan Rivkin Agency—Ismak Rug Mills, Moskin Clothes, Kaplan's Jewelers, Karl's Juvenile Furniture.

Ward Wheelock Co.—Campbell Soup Co.

Wellman Advertising Agency—New Jersey Savings & Loan, City Savings and Loan Association, M. London, Allinger's Billiard Academy, Fitzpatrick's, Star Stores, Keats Motors, Rev. G. E. Lowman, Rev. Robert Fraser.

These agencies have an array of broadcasting facilities in Philadelphia from which to choose. These facilities are to be found among the stations, listed alphabetically starting on page 14.

Only at
WPEN
in Philadelphia
How Come?
Ask William G. Rambeau Co.
or ask us.

HISTORY

The Background and Development Of Philadelphia's Stations

KYW

KYW, 1060 kc, a 50,000-w NBC affiliate, has a basic hourly rate for Class A time of $500 an hour, $300 for half an hour. BMB listening figures give it 6,278,800 audience in 1,662,000 radio families in 44 counties in Pennsylvania, New Jersey and Delaware. According to station estimates, its listening area had buying power of $6,662,484,000 net last year after income taxes, and actually spent $4,802,002,000 in retail sales.

KYW, born Armistice Day, 1921, claims the distinction of being the eighth oldest station in the United States. It is one of the Westinghouse Radio stations. It opened in Chicago with Mary Garden doing the honors and Walter Evans, president of Westinghouse Radio Stations Inc., serving as chief operator.

KYW moved in December 1934, shutting down in the "Windy City" at 2 a.m. and opening the same day at 6:45 a.m., 700 miles away in Philadelphia. Its present quarters were built expressly to house the station. Also headquartered there is Westinghouse Radio Stations Inc. Only a few months ago, WPTZ, the Philco television station, leased two floors of the building, taking over quarters which were designed in 1938, when the structure was built, for a future television expansion of KYW.

Like all Philadelphia stations, KYW has numerous outstanding selling jobs to its credit. Reflection of this is the length of time sponsors stay at KYW. *Esso Reporter*, for example, is in its 11th year and Keystone Automobile Club in its 7th year. Spot business and new business activity are brisk. Public service features are numerous. Station does effective advertising, promotion and publicity job.

Present general manager is Robert E. White, veteran of 20 years with Westinghouse and NBC, who became manager in January 1947.

WCAU

WCAU, 1210 kc, 50,000-w CBS affiliate, is the only clear in Philadelphia. Its Class A rate is $500 hourly, $300 per half hour. The station considers its primary coverage area considerably in excess of 4,000,000 listeners with an effective buying power of over $4,000,000,000. Its secondary and tertiary coverage areas, bring its total population to 10,402,000 with buying power of $9,571,867,000.

The station was the first Columbia affiliate, joining in 1927. It is housed in its own ten-story structure on Chestnut St. which was the first building of such size to be constructed specifically for radio.

Station now is owned by *The Bulletin*, whose afternoon newspaper has the biggest p.m. circulation in United States. Management, however, is still in the hands of Dr. Leon Levy and his brother, I. D. Levy, who are president and vice president respectively. Dr. Levy, a practicing dentist, and his brother, a successful lawyer, ran a $25,000 property, which the station was worth when they bought it in 1924, up to $6,000,000, which was the sale price in 1946 when it was bought by *The Record*. Since *The Bulletin* purchased the station in 1947, the value of the broadcasting facilities has undoubtedly increased. Now, in addition to AM and FM, the facilities include TV and facsimile, the TV alone a considerable investment.

WCAU programming has such favorites as the Horn and Hardart sponsored *Children's Hour*, now in its 23rd year, one of the highest-rated weekend daytime programs in the area, with a sponsor identification of almost 100%. The station has frequently extended itself to perform public services.

Facsimile operation publishes news reports daily which are received at local airports and farm markets. Television activities started commercially in May 1948, but already are big time.

Commercial department maintains offices and representatives in New York, Boston, Chicago, Los Angeles and San Francisco. The station has always been solid on advertising, promotion and publicity.

WDAS

WDAS, 1400 kc, 250 w, charges $90 an hour, $54 a half hour. Station claims 750,000 sets are in its "reliable service area," which oscillates in an irregular 15-mile circular area covering Philadelphia and contiguous counties.

Started in 1922, WDAS last year became one of the properties of William Goldman theatrical organization, chain in Eastern Pennsylvania. Leslie W. Joy, formerly manager of KYW, became the new manager, bringing a 64% change in program scheduling, based upon a study of opposing programs and vertical-and-lateral block programming system. Station claims listener-interest and fan-mail increases resulted immediately.

Station claims big foreign-language listenership and at same time a big high-income audience, the latter following due to three hours of classical music broadcast daily. Station also has its claim in the ring as originator of (a) the disc jockey, and (b) the "club" program idea.

Like other Philadelphia stations, it can point to successful selling jobs of its sponsors. Station itself has had a loyal following of sponsors, many of oldtimers having been with the station more than six years, with one actually buying time for 22 years.

Station considers its best programs are the 12-year-old *Morning Music Hour* and *Nocturne*, sustaining shows of classical music each 1½ hours long. Also it boasts the top-ranking Yiddish news commentator, Nathan Fleisher, whose audience is one of the most faithful in all radio. Another WDAS feature is its *Million Dollar Floor Show*, a three-hour production which uses four announcers to present records, news every half-hour, interviews and sports results.

To sell itself, station plugs features on own time, uses spotlight newspaper ad technique, telephone calls at random to plug shows. It regards as its greatest immediate problem the puzzle of getting its 20,000 w FM station in operation.

WFIL

WFIL, 560 kc, 5000-w ABC affiliate, has a rate of $330 an hour, $198 a half hour. Its coverage embraces virtually all of New Jersey, Southeastern Pennsylvania, Delaware and the Eastern Shore of Maryland — roughly 13,030 square miles. Its half-millivolt line blankets 7,287,205 population. WFIL claims to be the first station in the country to have reached the air with AM, FM, TV and facsimile, "the four-way service."

Station was purchased on March 1, 1946 by Walter H. Annenberg, editor and publisher of *The Philadelphia Inquirer*, at an announced price of $1,900,000. Since that time, more than $2,000,000 has been spent on station facilities, including TV and facsimile. AM, FM and facsimile facilities are housed in the Widener Building, a center city skyscraper. TV facilities are now separately housed in a specially built studio near the Arena at 46th and Market Sts. The Arena, the Madison Square Garden of Philadelphia, is owned by *The Inquirer*. Location of the TV studios has made the Arena features practically studio instead of remote, shows.

WFIL can point to many notable selling achievements for sponsors. Amount of time sold in 1947 averaged 62.9%. Currently WFIL has a backlog of 3500 requests for reservations to attend *Breakfast at the Click*, in spite of fact studio audience must pick up 50c tab for coffee and doughnuts.

Advertising and promotion on the station, as well as trade publicity, are strong points. In addition, the station has the resources of *The Inquirer* behind it.

It rushed its television installation to completion in record time, then quickly placed a surprising number of good features on the air. It started the Philadelphia *Inquirer Newsreel of the Air*, which has already won a national award. It was the first station in the area to publish facsimile on

WHAT'S **W-H-A-T** in Philadelphia

WHAT reaches the majority of the 300,886 COLORED audience in Philadelphia AND vicinity.

WHAT reaches the majority of the 367,000 ITALIAN audience in Philadelphia AND vicinity.

WHAT reaches the majority of the 300,000 JEWISH audience in Philadelphia AND vicinity.

WHAT also reaches the 1,388,352 native WHITE audience in Philadelphia with their popular English programs.

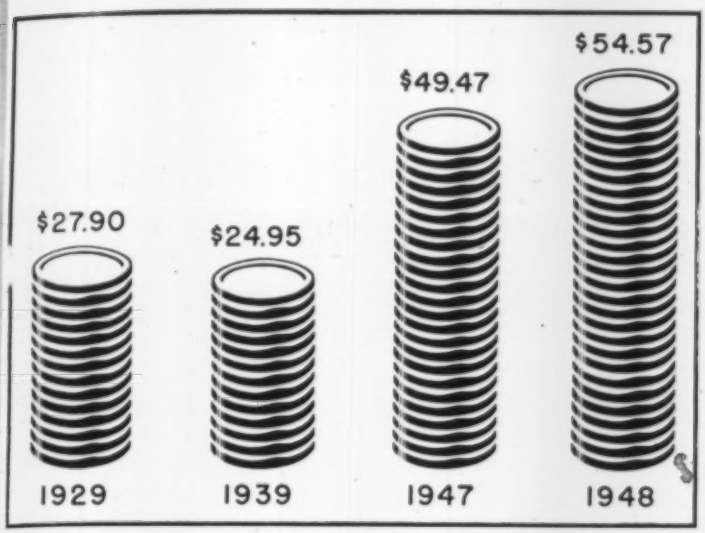
Write, Phone, Wire for Availabilities

WHAT

1340 K.

1505 Walnut Street, Philadelphia, Pa.

Phone: Rittenhouse 6-2058



Average Weekly Wage of Philadelphians

a daily basis in the format of a tabloid newspaper, although WCAU-TV, *The Bulletin* service, antedates it by some months in regular daily facsimile news service. Its AM public services are many and last March it won the coveted "du Pont Award" for distinguished public service. Members of its staff are busy in numerous civic and radio industry affairs. Roger W. Clipp, general manager of all the WFIL stations, is chairman of the ABC's planning and advisory committee, secretary-treasurer of BMB.

WHAT

WHAT, 1340 kc, a 100-w independent split-timer, has a rate of $90 an hour, $51 a half hour. It claims a listening audience of four millions in a 30-mile radius.

Its origins go back to 1922, but although it was previously owned by two newspapers and a department store, it remained for the present ownership to make any notable financial success with it.

Present owner is William A. Banks, who bought it "for the price of a grocery store" from J. David Stern, former publisher of the defunct *Philadelphia Record*. Mr. Banks, a former WIP time salesman, started a more vigorous foreign language and minority groups policy. To aid him, he has his sister Miss Dolly Banks, thus making a team which has worked with exceptional harmony. They are frank in saying their policy has resulted in profits beyond their expectations. Rumor has it that the station now would not be sold for as high as $300,000. They talk of expanding their studios along the Walnut St. radio row and have a pending application before the FCC for greater power and increased time.

In the effort to build a huge minority group following — and Philadelphia has large foreign born population sections—the station has tried to advance the interests of such groups as well as entertain them. It also has gone in heavily for the Negro market, which in population was over a quarter million in 1940 but which is probably greater now. Among its features for the Negro group, although it commands a big general following, are a Negro disc jockey (a staffer) and a Negro breakfast show of the audience participation variety. Station is strong in the Jewish and Italian markets, claiming in the latter more national accounts than any other Philadelphia outlet.

WIBG

WIBG, 990 kc, a 10,000-w independent, charges $285 an hour, $185 per half hour. It claims a 5,000,000 audience in an area of "fifty miles surrounding Philadelphia." Founded in 1925, it was variously operated until Seaboard Radio Broadcasting Corp. purchased it in 1939 as a 100-watter.

It claims to be "Philadelphia's baseball station," and is strong in all sports. It is the local outlet for the Atlantic Refining Co.'s huge sports program. Its athletic interest is carried over into executive posts, with John B. Kelly, one-time Olympic oarsman, chairman of the board.

The station boasts of the faithfulness of its advertisers. It estimates 80% of its advertisers have been with the station over two years and 50% over five years.

WIBG does a creditable job of backing programs with billboard, car card, newspaper and direct mail and trade paper advertising. It also sponsors a monthly newspaper distributed to all Catholic high schools in the area. It uses a show window type of studio on Walnut St., on the ground floor of its building, through which pedestrians can watch an announcer pull teletype messages off a machine and read them and watch

(Continued on page 14)

WDAS

sells your advertising

message to a large

Philadelphia audience,

yet costs you less than

other stations.

Facts and figures prove it.

(Continued from page 13)

interviews as they go on the air.

One of its major programs is *Danceland*, a record jamboree sold on 15-minute participation basis. Gretz Brewery and Ward Baking Co. are among sponsors who have renewed on the program more than four years. One unnamed sponsor did a $48,000 business attributable to the program over ten weeks.

At present, the station is party to an application for a television license in conjunction with *Daily News*, Philadelphia's tabloid, for the remaining channel to be allocated in the city. Edward D. Clery is general and commercial manager.

WIP

WIP, 610 kc, 5,000-w Mutual affiliate, charges $390 an hour for Class A and $247 per half hour. It claims a listening audience of 5,528,600, comprising 1,489,840 radio families spending $4,405,188,000 annually. It boasts that it was the first station on the air in the Quaker City and describes itself as "Philadelphia's Pioneer Voice."

It started March 16, 1922 in the Gimbel department store, where it first occupied a ten-foot square room formerly used for playing phonograph records for customers. After a series of expansions, it finally moved in 1935 to the 12th floor of the Gimbel building, where at a cost of $100,000, air-conditioned, acoustically correct studios were built. Currently, the station is rebuilding again and is spending an estimated $3,000,000.

Station currently sells 128 hours and 25 minutes of time out of a possible 168 hours, originates 70 percent of its programs and originates several shows weekly for MBS. It is especially proud of its educational features, its news remotes, its audience-participation shows and its Uncle WIP children's features. The Uncle WIP features are the original children's programs in the United States, according to the station. WIP also is proud of its many firsts, such as broadcast of the first college football game, first complete grand opera, and many others.

Continously under Gimbel direction, the present president and general manager is Benedict Gimbel, Jr., colorful in radio nationally.

WIP is currently vying for the lone remaining television channel in Philadelphia with WIBG.

WPEN

WPEN, 950 kc, 5000-w independent owned by the Sun Ray Drug Co., charges $150 an hour for Class A time and $100 per half hour. It claims a coverage area of 1,158,759 radio homes in Eastern Pennsylvania, Northern Delaware, Northern Maryland and all South Jersey.

The station was purchased by the drug chain in 1947 from *The Evening Bulletin*. The chain, which has 140 of the most modern-type drug-department stores in the area, is constantly being tied in promotionally with the station.

Among its outstanding selling programs is *The 950 Club*, a two-hour record show with two disc jockeys. The show runs seven days a week and is sold out. Another is *Juke Box Jury*, an original with WPEN which sponsor Wilbur-Suchard Chocolate Co. liked so much it obtained WPEN permission to start similar shows in Pittsburgh, Boston and New York. Another WPEN original, *International Quiz*, which has won two awards, is not for sale. *Philadelphia Philharmonic Hour*, a classical record show sponsored by S. Kind & Sons, jewelers, and scheduled from 9:05 to 10:00 p.m., and competing with some of the best network shows, has pulled 200 letters a week and a monthly program distribution of close to 15,000.

The Sun Ray management has long been active in various philanthropic activities. The station has offered its spot availabilities to welfare and public service organizations free of charge.

The station uses newspapers, trade papers, brochures and direct mail to sell.

It is no secret that when Sun Ray took over WPEN from *The Bulletin* the station was, in spite of a strong community policy, not a highly profitable venture. Sun Ray recognizes its immediate problem is more listeners and more sales. It can be expected that Sun Ray, a drug chain which grew out of the depression, will find a formula.

WTEL

WTEL, 1340 kc, 250-w independent split-timer, charges $80 per hour, $40 per half hour for time. It claims a coverage area of "21 miles in all directions." From 60 to 70 percent of its programs are directed to foreign-born elements, and currently programs are carried in nine different foreign languages—Polish, German, Lithuanian, Greek, Italian, Yiddish, Ukrainian, Hungarian, Albanian.

Station was started in 1925 by E. Douglas Hibbs, present president, as WFRE, call letters standing for the company name, Foulkrod Engineering Radio Co., and Foulkrod itself being taken from a street in the Frankford section of Philadelphia where Mr. Hibbs lived. The station founder was radio editor of *The Bulletin* prior to starting the station and a ham in his own right. In 1937 he had the call letters changed to WTEL, which stood for TELevision. Although only one TV channel remains to be allocated in the Quaker City, the Hibbs family claims it is still looking forward to the day when it will have its own outlet.

The station has exploited, with little expense, some avenues largely untouched by other local stations. It has a morning disc jockey participation program primarily directed to the Olney section.

Station claims over 500 sponsors, mostly however, of the spot variety, and states that 87 percent of its commercials are repeats.

It is proudest of its Polish program, which has been on continuously for 17 years. It also is proud of its sustaining *WTEL Music Hall*, a record program of classical music in the 8:30 to 9 a.m. slot.

Station is located in its own building, with a show window front in North Philadelphia. It boasts that its transmitter is closer to the geographic center of Philadelphia than any other station. On the air 54 hours, it currently, with WHAT, is fighting for fulltime.

Television Outlets

WCAU-TV

WCAU-TV, television sister of WCAU and owned by *The Bulletin*, charges $200 an hour for live shows, $100 for film. Its hourly rate is $100 less than the other two Philadelphia video outlets, but it is the most recent station on the air, having started regular commercial telecasts May 23. Telecasting on Channel 10, it became CBS' first television affiliate.

Ultra-modern studios have been built in the WCAU building.

Just prior to going on the air regularly, the station had a rush of commercial business which gave it almost in one bunch, contracts for 650 one-minute announcements. It also carried simultaneously, the first day, the Horn and Hardart *Children's Hour* on TV as well as on AM, which seems destined to be one of the country's outstanding shows. Station has coined the word "Simulcast" for AM and TV broadcast.

WFIL-TV

WFIL-TV on Channel 6, television sister of WFIL and owned by *The Inquirer*, charges $300 an hour live and $150 an hour on film. Station started on the air commercially, September 13, 1947. It is an ABC affiliate.

Built to house it is one of the most modern television studios in the world. Structure stands at the Arena, Philadelphia's Madison Square Garden. Latter was bought by *The Inquirer*, partly because of the television potentialities virtually in the studios.

First day of WFIL-TV operations also saw it produce the Philadelphia Inquirer Television Newsreel, daily TV newsreel produced by the station by its own staff of cameramen, laboratory men and editors. The program became the first television show to win a National Headliners Club award.

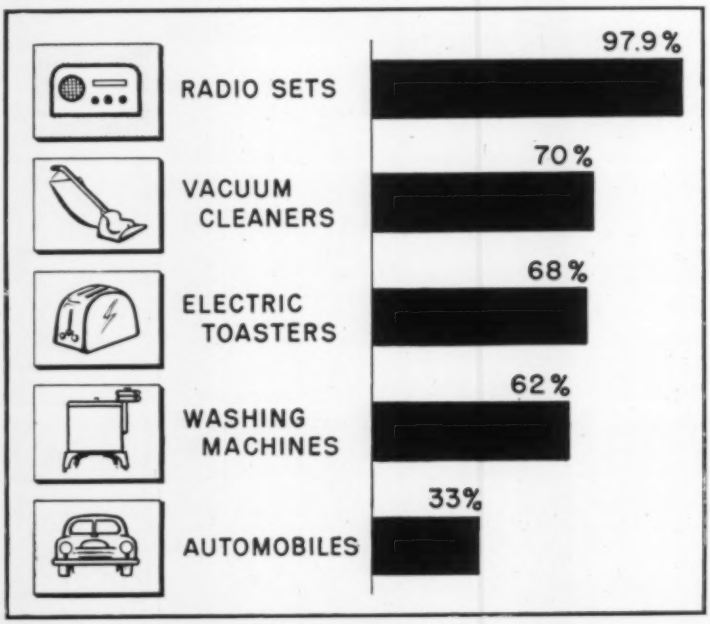
WPTZ

WPTZ, on Channel 3, oldest station in the area and owned by Philco Corp., charges $300 an hour live and $140 an hour on film. Like other stations in the area it can claim an audience of about 40,000 receivers (with the number increasing 6000 monthly) embracing 200,000 lookers.

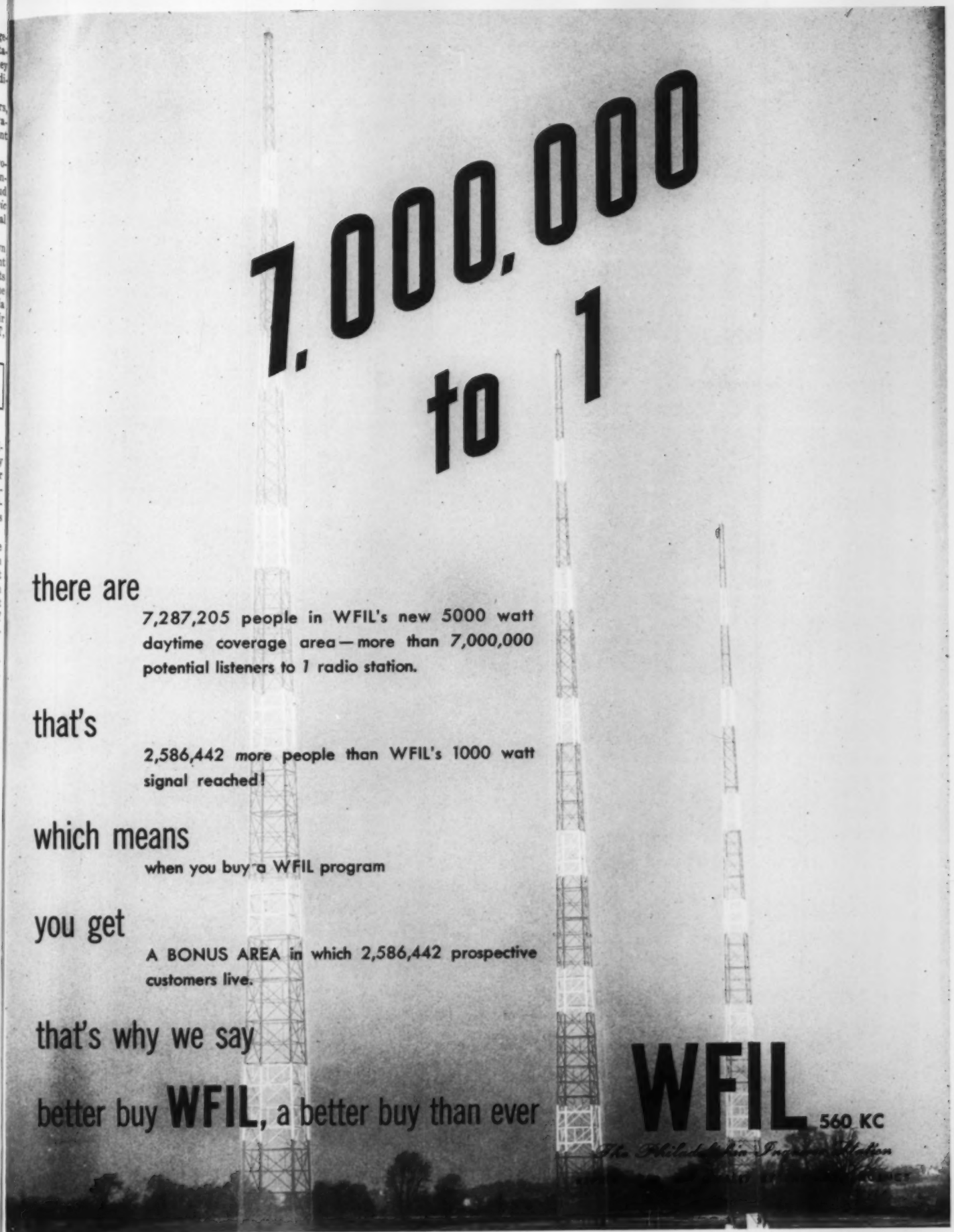
In 1947 the station believes it programmed more hours than any other video outlet in the country. It started operations in 1932 as W3XE, began regular telecasts in 1939 and received a commercial license in 1941. When the history of television is written, WPTZ will figure largely in it. Its firsts are too numerous to mention.

The station, is credited with many notable selling successes for sponsors. Currently it has 43 sponsors and about 50% of its time is sponsored. Programming is good and is two-thirds local, one-third NBC net, brought in from New York on Philco's own relay system.

Station's studios, after its most recent move, are being set up in the KYW-Westinghouse building.



What Philadelphians Own


7,000,000
to 1
there are
7,287,205 people in WFIL's new 5000 watt daytime coverage area—more than 7,000,000 potential listeners to 1 radio station.
that's
2,586,442 more people than WFIL's 1000 watt signal reached!
which means
when you buy a WFIL program
you get
A BONUS AREA in which 2,586,442 prospective customers live.
that's why we say
better buy WFIL, a better buy than ever
WFIL 560 KC